



Stray Dog
INSTITUTE

2024

STATE OF THE MOVEMENT

Reducing, Reforming, and Replacing the Use of
Animals in the Food System





Stray Dog Institute is a private operating foundation that seeks to reduce, reform, and replace the use of animals in the food system. Through trust-based philanthropy, thought partnership, and collaborative projects, we cultivate a powerful and inclusive movement for a just and sustainable food system based on plants and alternative proteins.

This report was authored by Laura Driscoll, PhD, with contributions from Tom Conger and Lauren Kohler.

Published: April 28, 2025

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EXECUTIVE SUMMARY

Background and Purpose

Following earlier animal advocacy surveys conducted by Farmed Animal Funders, Stray Dog Institute launched in 2024 an annual survey of the advocacy movement benefiting animals raised or caught for food, hereafter referred to as “**the movement**”.

This survey measures expenses made by organizations. This is distinct from measuring funding within the movement. We did not measure funding in-flows or survey funders regarding their present or future movement support.

This report is intended as a neutral census of resource use by movement organizations. It does not identify problems or solutions, nor does it endorse any specific advocacy approach.

Estimating In-Scope Expenses, in USD

To assess in-scope expenses—spending on animals farmed or caught for food—we scaled each organization’s total reported expenses by the percentage of work done for these animals. We excluded expenses related to companion animals, other non-food animal causes, and non-animal issues. We then analyzed spending by region, animal, intervention, and intended outcome.

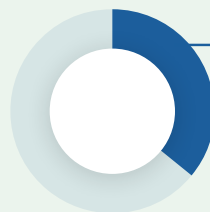
Organizations reported a total of **USD 259.6 million in ‘in-scope expenses’**, representing a roughly **30% increase** from the comparable Farmed Animal Funders 2021 State of the Movement survey.

Participants

Northern America and Europe formed much of the response pool.

211

organizations in
50 countries participated.



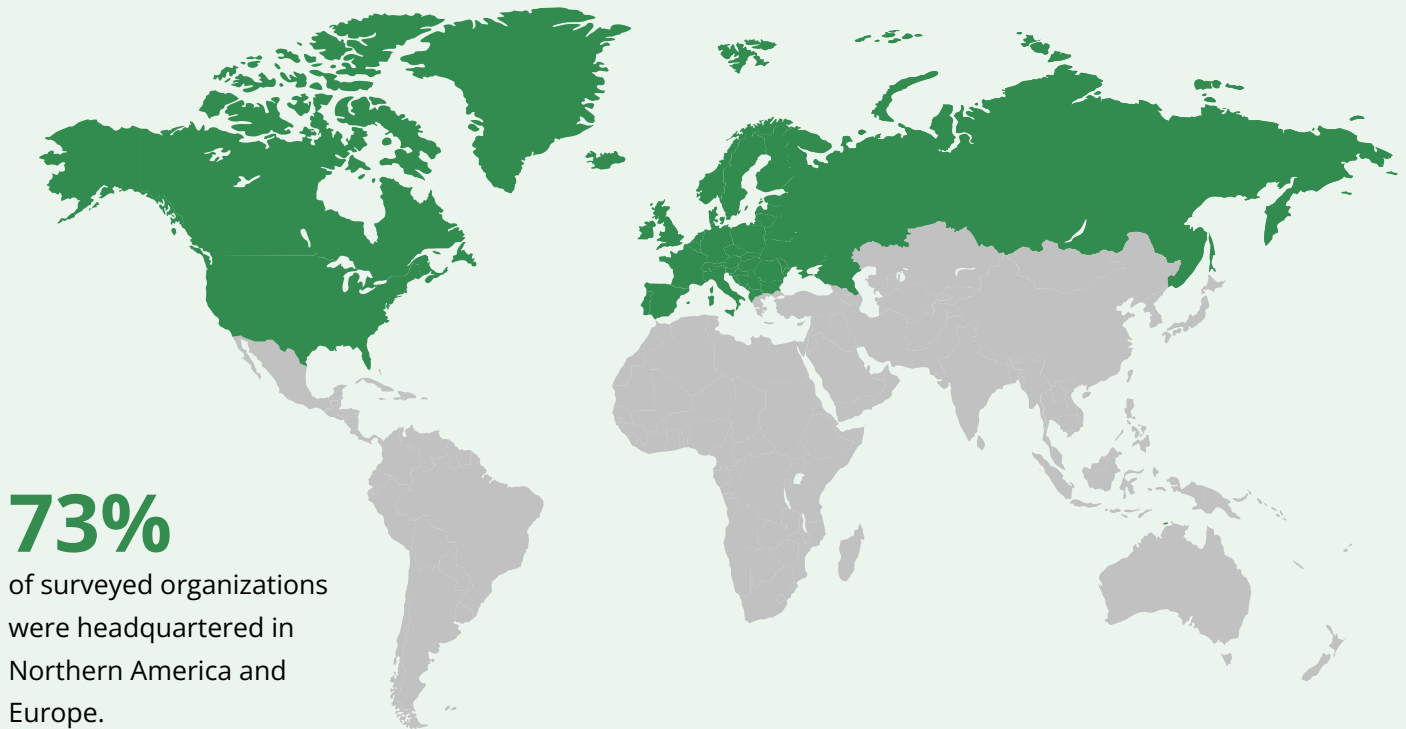
36% of participating organizations had annual expenses under USD 100,000, collectively contributing 1% of total in-scope expenses.



The largest organizations (those with annual expenses of USD 5 million or more, representing only 8% of responses) contributed 63% of total in-scope expenses.

Expenses by Region and Country

Most of the expenses tracked by the survey were spent by and within Northern America and Europe.



94% of in-scope expenses were made by organizations headquartered in Northern America or Europe.



85% of reported expenses were spent in the regions of Northern America or Europe.

Expenses by Animal

Expenses heavily emphasized terrestrial animals rather than aquatic animals and farmed animals rather than wild-caught animals.



Terrestrial animals received **over six times more expenses** than aquatic animals.



Farmed animals received **almost twenty times more expenses** than wild-caught animals.



Expenses by Intervention

Interventions targeting the **public** were the leading category, but the largest amount of money for an individual intervention went to **corporate and institutional engagement for welfare improvements**.

Relative to other regions, Northern America and Sub-Saharan Africa spent a higher percentage on Movement interventions, while Europe spent a higher percentage on Government interventions.



Corporate and institutional engagement for welfare improvements was the top individual intervention, followed by movement network-building.



Organizations headquartered in Latin America and the Caribbean allocated more than half of their expenses to Business interventions, while organizations in Oceania dedicated nearly 50% of their expenses to direct Animal interventions.



Spending was split almost evenly across interventions targeting Public, Movement, Business, and Government, with only 3% allocated to direct care and rescue of Animals, or to interventions listed as "Other".



Expenses by Intended Outcome

Within a typology of outcomes developed by Animal Charity Evaluators, we found that **improving welfare standards** was the top outcome, driven in part by high expenditures from the largest organizations. However, regional differences were substantial.

Improving welfare standards was the top outcome at 32% of total in-scope expenses. Decreased consumption of animal products came in second place at 18%.



Organizations headquartered in Asia and Northern Africa devoted roughly half of their expenses to increasing engagement in animal advocacy.



The largest-spending organizations prioritized improving welfare standards.



Improvement of welfare standards was a top outcome for organizations headquartered in Latin America and the Caribbean, Europe, Sub-Saharan Africa, and Northern America, while organizations in Asia and Northern Africa and Oceania allocated relatively little to this outcome.



Organizations headquartered in Oceania allocated well over half of their expenses to direct help for animals.



INTRODUCTION

Background

In 2021, Farmed Animal Funders surveyed funding and priorities across the farmed animal advocacy movement. The resulting “**State of the Movement**” report provided an in-depth global estimate of the total amount of money going to farmed animal causes worldwide, an assessment of where funding went geographically, and a summary of the interventions pursued. The report provided a critical reference for organizations and funders needing a clear picture of the farmed animal advocacy movement’s strengths, weaknesses, and trends.

In early 2024, Stray Dog Institute learned that Farmed Animal Funders did not plan to renew or update its 2021 State of the Movement survey. With the full support of Farmed Animal Funders, Stray Dog

Institute took on the commitment of running an annual survey of resources going to animal advocacy in the food system and how those resources are being spent by region, by animal, by intervention, and by intended outcome.

We expanded the survey’s scope beyond “farmed animals” to encompass a global census of resource use by all organizations whose work directly or indirectly benefits animals farmed or caught for food. Hereafter, we refer to these organizations as “the movement”. This report summarizes and analyzes survey responses, providing insights into the movement and its expenditures. Our survey was not exhaustive; thus, we do not claim to offer a definitive account of the entire movement.



Purpose of this report

Building on the foundational surveys led by Farmed Animal Funders, this report serves as a census of resource use within the movement to reduce, reform, and replace the use of animals in the food system. It details how participating advocacy organizations allocated their resources during their most recent full fiscal year.

This report does not examine how major grantmakers direct funding. Our survey excluded funders and any granted or regranted funds, focusing instead on organizations' spending.

We offer this analysis to support the movement's diverse analytical needs without endorsing specific advocacy approaches or making forecasts or prescriptive recommendations. Our goal is to provide advocates and funders with a clearer picture of the regions, animals, interventions, and outcomes that receive financial support each year. We hope this spending snapshot enables organizations to see their role within the broader movement, informing strategic decisions and facilitating further analysis of opportunities to enhance impact for animals.

Methodology

We gathered responses from organizations via a free online survey, which was widely promoted through email, listservs, and online forum announcements from August 12, 2024, to October 15, 2024. Extensions requested were granted through December 13, 2024.

To ensure high-quality responses, we offered continuous in-depth assistance to help organizations describe their work using the survey's categories. Participants were not personally compensated but were given the opportunity to direct a \$25 donation from Stray Dog Institute to one of 11 movement-serving nonprofit organizations.

During data cleaning, we identified and removed incomplete, problematic, or ineligible responses (e.g., submissions from for-profit companies and funders), as well as duplicate responses from the same organization. We followed up with respondents whose surveys raised data validity concerns, including those who reported no expenditures on animals.



farmed or caught for food (the focus of the survey), no revenue, or no expenses. Our final dataset included complete responses from 211 organizations.

For the analysis, we converted revenue and expenses to US dollars (USD) using an average exchange rate calculated for each organization based on the twelve months of its most recent fiscal year. We then determined in-scope expenses by scaling each organization's expenses according to its reported

percentage of work benefiting animals farmed or caught for food. Using percentage allocations, we calculated expenditures by country, animal, intervention, and outcome.

Our analysis includes general comparisons with the 2021 survey by Farmed Animal Funders. Comparisons are provided for continuity only and should be interpreted with caution.

Data Gathered

- 1 Organization name, website (if applicable), and country of headquarters
- 2 End date of the most recent fiscal year
- 3 Number of staff working more than 50% time
- 4 Total revenue for the most recent fiscal year
- 5 Total expenses for the most recent fiscal year
- 6 Approximate percentage (0–100) of expenses allocated to activities benefiting animals farmed or caught for food
- 7 Countries where expenses were incurred, reported as estimated percentage (0–100) spent in each
- 8 Animals benefited, reported as estimated expense percentage (0–100) by animal
- 9 Interventions pursued, reported as estimated expense percentage (0–100) by intervention
- 10 Outcomes sought, reported as estimated expense percentage (0–100) by outcome

Limitations

As a US-based organization, our English-language survey and recruitment through existing networks likely made participation more accessible to the farmed animal advocacy movement and to organizations in Northern America and Europe, potentially influencing results. We share our findings while recognizing the need to expand outreach and improve geographical representation in future surveys.

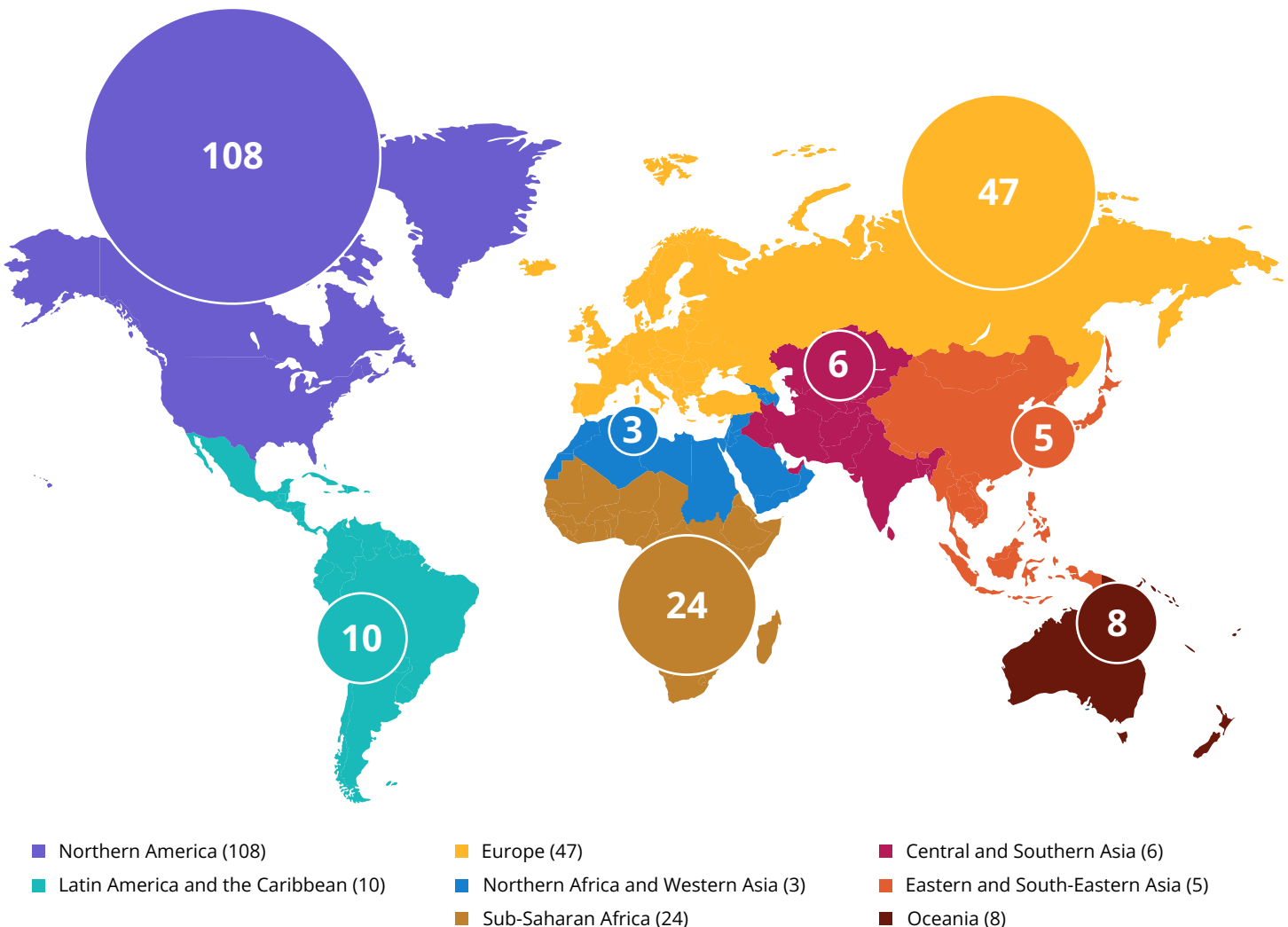
PARTICIPANTS

We received responses from 211 organizations in 50 countries. The figure below shows responses received from eight global regions, using the following regional boundaries defined by the **United Nations Sustainable Development Goals (SDG) Framework**, with one modification: We expressed Northern America and Europe as two different regions.

73%

of responses came from organizations headquartered in Northern America and Europe.

Fig. 1: Responses received by region



Most responding organizations did work for other causes in addition to work benefiting animals farmed or caught for food.

Fig. 2: Responding organizations' focus areas of work

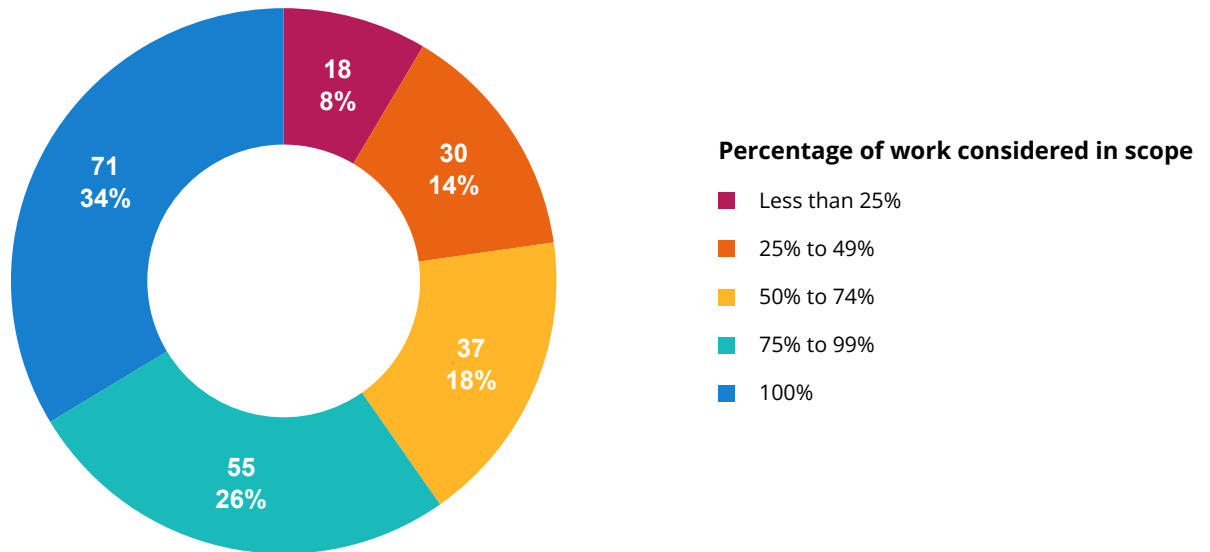
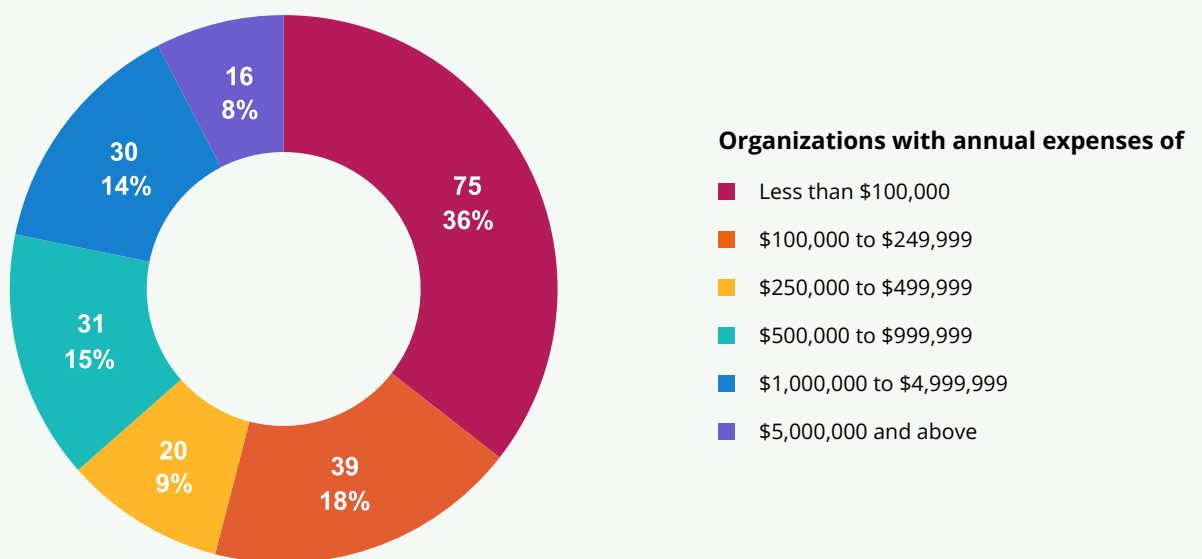


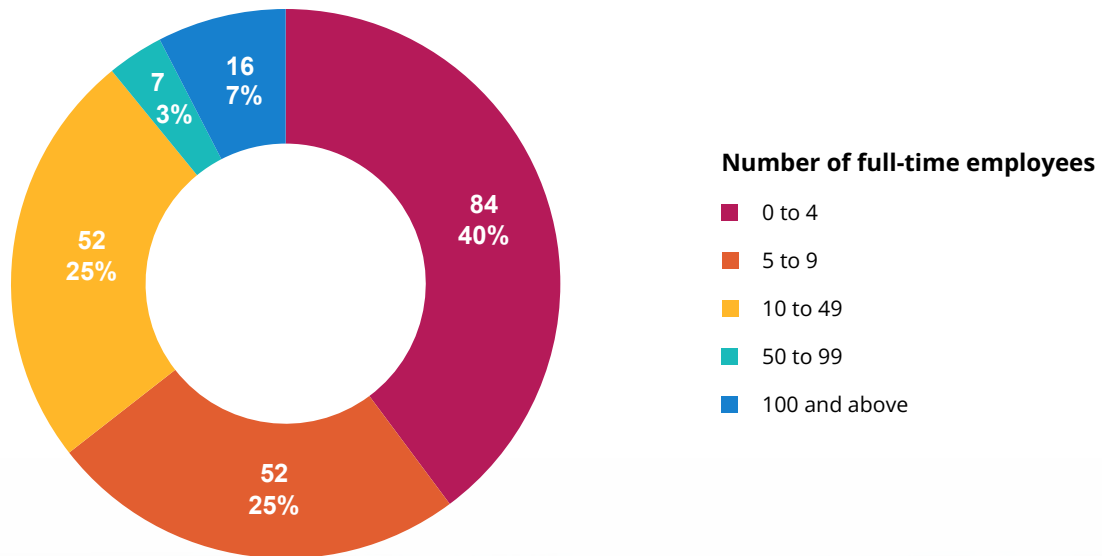
Fig. 3: Responses received, by expense size category (USD)



More than half of participating organizations had expenses less than USD 250,000.

Two-thirds of participating organizations had fewer than ten full-time employees. We considered a full-time employee to be someone who works 50% time or more.

Fig. 4: Responses received, by number of full-time employees



EXPENSES

What are in-scope expenses?

This report examines how responding organizations used their expenses during their most recent fiscal year. To focus on expenses relevant to animals in the food system, we scaled organizations' expenses by the percentage of their work they said benefitted animals farmed or caught for food.

These in-scope expenses exclude regranted funds and any expenditures unrelated to animals farmed or caught for food (e.g., expenses for companion animals or for the direct or indirect benefit of other social or environmental causes).

In-scope expenses = the portion of an organization's expenses going to work that directly or indirectly benefits animals farmed or caught for food.

Total in-scope expenses reported



USD 259.6 million

Acknowledging that our survey does not include 100% of eligible organizations worldwide, this number still represents a 30% increase in the amount of relevant money spent by the movement compared to the total 2020 expenditures reported by the Farmed Animal Funders survey (which included 255 participating organizations).¹

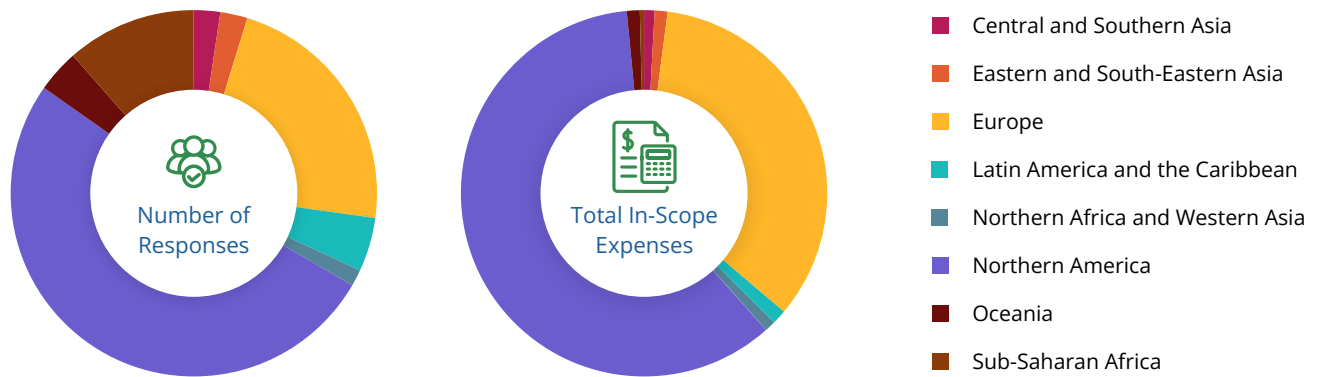
¹Note that the 2021 State of the Movement survey report by Farmed Animal Funders asked organizations about their 2020 "budget size" while our survey measured revenue and expenses during the most recent complete fiscal year.



Reported expenses, by region of the spender

Organizations headquartered in Northern America or Europe contributed 94% of the total in-scope expenses tracked by the survey. In contrast, organizations from Latin America and the Caribbean or Sub-Saharan Africa contributed less than 2% of the total.

Fig. 5: Total in-scope expenses reported by responding organizations headquartered in each region

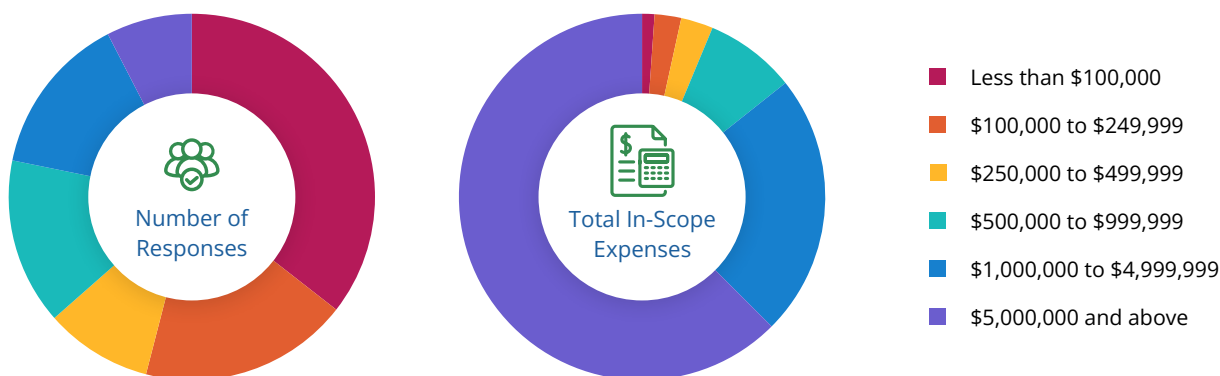


Region	Number of Responses	Percent of Total Responses	In-Scope Expenses (USD)	Percent of Total In-Scope Expenses
Central and Southern Asia	6	2%	\$2,327,297	1%
Eastern and South-Eastern Asia	5	2%	\$3,018,060	1%
Europe	47	22%	\$88,571,993	34%
Latin America and the Caribbean	10	5%	\$3,380,629	1%
Northern Africa and Western Asia	3	1%	\$2,470,851	1%
Northern America	108	51%	\$155,794,276	60%
Oceania	8	4%	\$3,072,876	1%
Sub-Saharan Africa	24	11%	\$949,248	0%
Total	211	100%	\$259,585,231	100%

Reported expenses, by expense size category

Almost two-thirds of total expenses came from just 16 organizations in the largest size category (those with annual expenses of USD 5 million or more). By contrast, the 75 organizations in the smallest size category contributed only 1% of total in-scope expenses.

Fig. 6: Total in-scope expenses by expense size category (USD)



Expense Size Category (USD)	Number of Responses	Percent of Total Responses	In-Scope Expenses (USD)	Percent of Total In-Scope expenses
Less than \$100,000	75	36%	\$2,835,691	1%
\$100,000 to \$249,999	39	18%	\$6,098,482	2%
\$250,000 to \$499,999	20	9%	\$7,381,306	3%
\$500,000 to \$999,999	31	15%	\$20,831,784	8%
\$1,000,000 to \$4,999,999	30	14%	\$60,180,849	23%
\$5,000,000 and above	16	8%	\$162,257,120	63%
Total	211	100%	\$259,585,231	100%



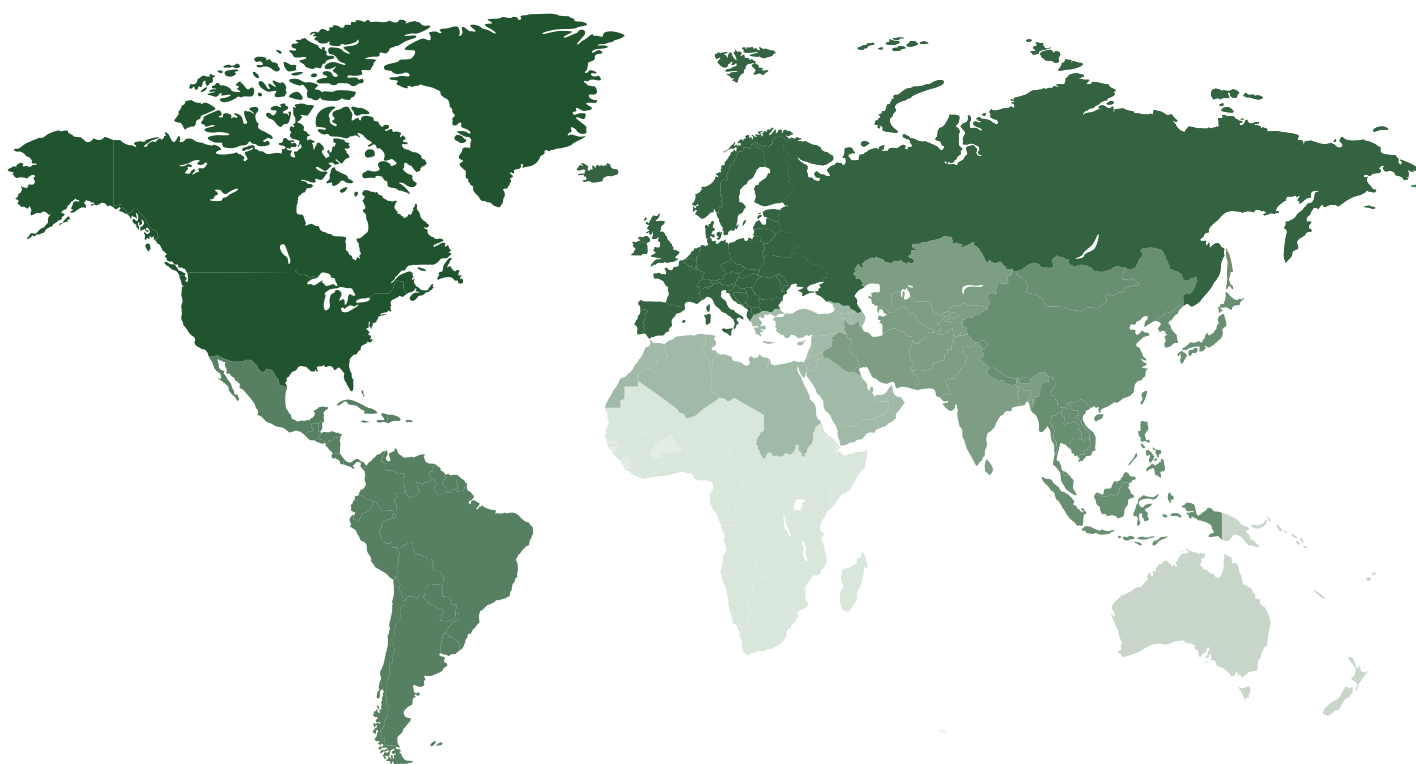
EXPENSES BY REGION AND COUNTRY

Expenses by the region in which they are spent

The vast majority of reported expenses were spent in Northern America and Europe, regardless of where organizations were headquartered.

Please note that this map does not represent funding granted to the destination regions, but rather expenses that organizations made in each region while doing their in-scope work.

Fig. 7: Expenses by the global region in which they are spent (USD)



■ Northern America \$125,908,090	■ Central and Southern Asia \$5,080,256
■ Europe \$94,140,388	■ Northern Africa and Western Asia \$3,827,242
■ Latin America and the Caribbean \$13,990,368	■ Oceania \$3,732,588
■ Eastern and South-Eastern Asia \$9,771,339	■ Sub-Saharan Africa \$3,134,960

Expenses by the country in which they are spent

Spending reported in the survey went to 114 countries but was heavily focused on the United States and European countries.



Due to the small number of responses from several regions of Asia and Northern Africa, all subsequent regional analyses consolidate these areas into the category “Asia and Northern Africa”, which includes 14 responses.

We acknowledge that this grouping combines regions with distinct economic, social, and political contexts. This analytical choice was made to present the data clearly based on the information provided by organizations. However, we do not intend to imply certainty about spending patterns in any included region given the limited number of responses.

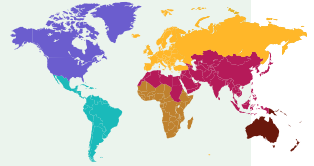
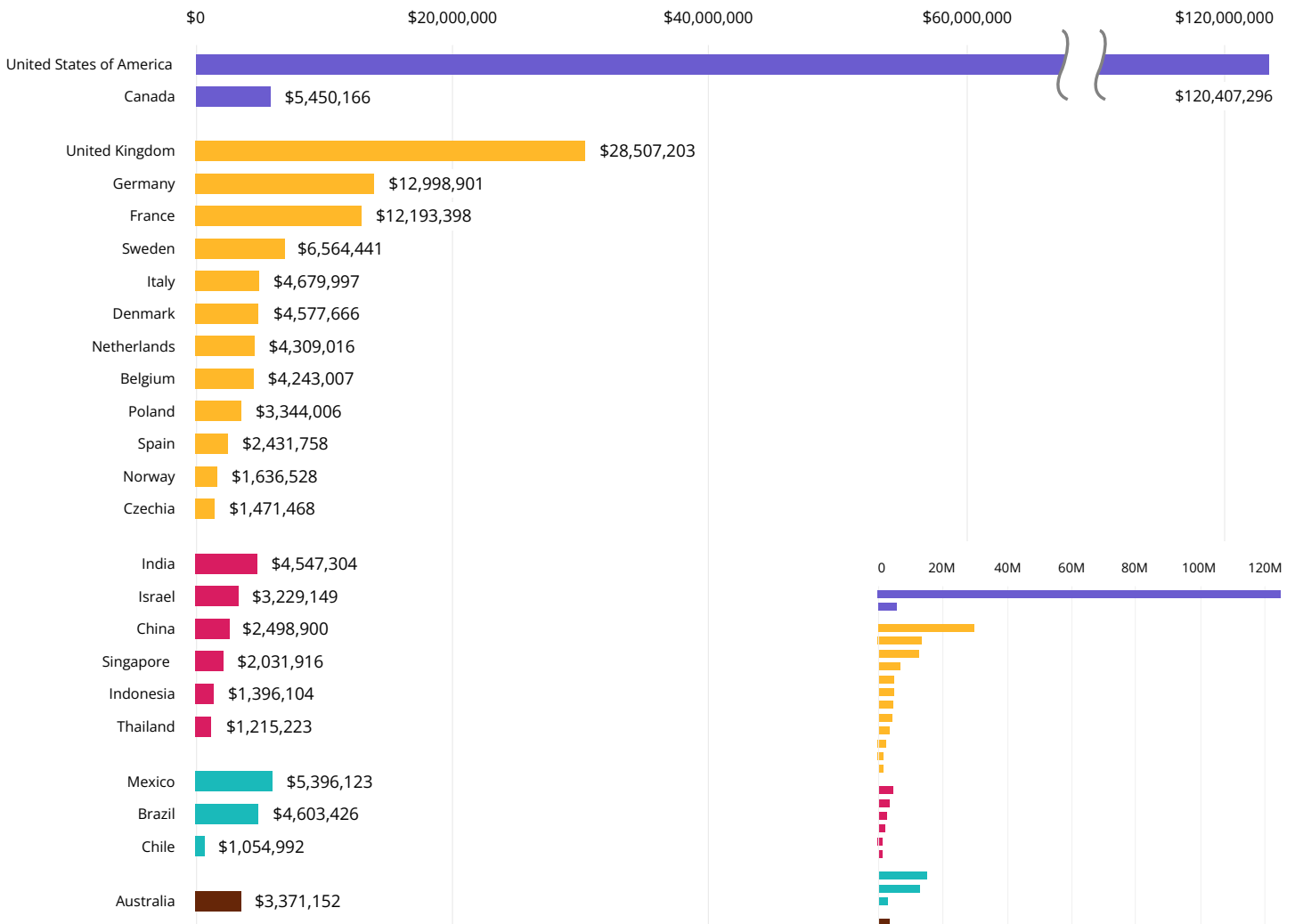


Fig. 8: Countries receiving more than USD 1,000,000 of reported expenses



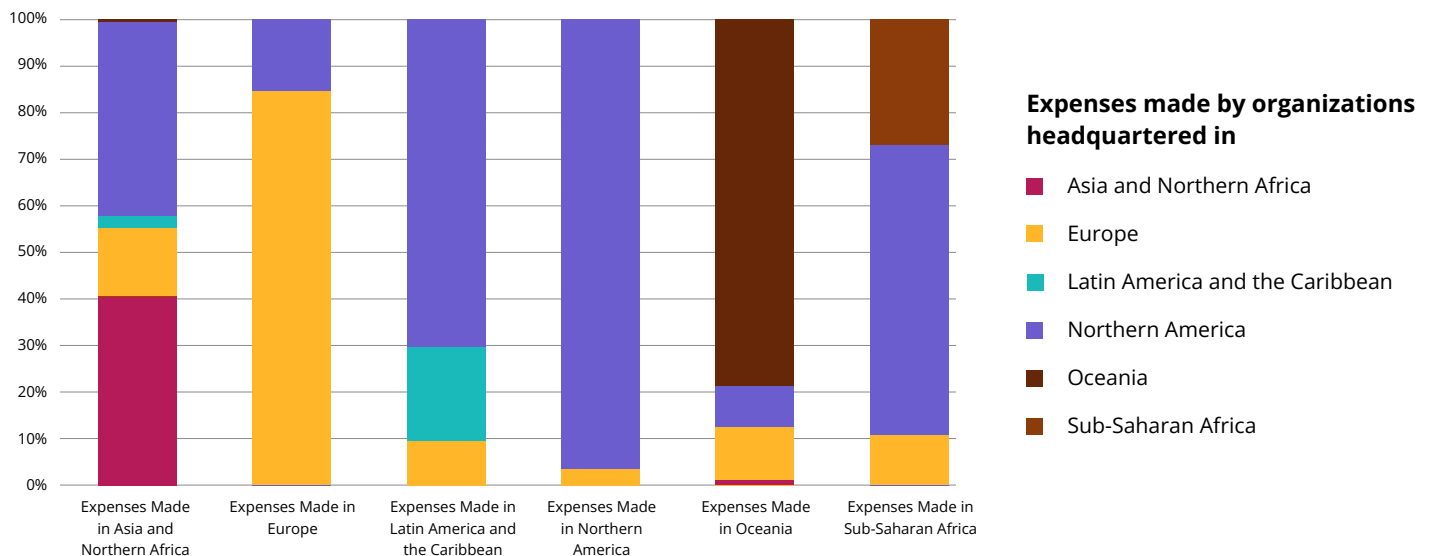
Expenses by region of the spender

Organizations in Northern America and Europe spent most of their money close to home. Of the USD 120 million spent in the United States, 96% was spent by organizations headquartered in Northern America. Similarly, of the 28 million spent in the United Kingdom, 82% was spent by organizations headquartered in Europe.

Although most of their spending remained in their own regions, organizations in Northern America and Europe

were both numerous in the survey and comparatively high-spending relative to organizations in other regions. As a result, they still accounted for a significant share of expenditures elsewhere. For example, the 108 organizations in Northern America spent just over 1% of their total expenses in Sub-Saharan Africa, and the 47 organizations in Europe spent far less than 1%. Yet, the combined spending by these two regions alone accounted for two-thirds of all reported expenses in Sub-Saharan Africa.

Fig. 9: Expenses made worldwide by headquarters region of the spender (USD)



Expenses Made by Organizations Headquartered in...	Expenses Made in...						Total
	Asia and Northern Africa	Europe	Latin America and the Caribbean	Northern America	Oceania	Sub-Saharan Africa	
Asia and Northern Africa	\$7,579,569	\$50,700	\$0	\$150,400	\$35,540	\$0	\$7,816,209
Europe	\$2,746,497	\$79,515,810	\$1,323,472	\$4,224,493	\$429,383	\$332,337	\$88,571,993
Latin America and the Caribbean	\$489,391	\$179	\$2,885,631	\$5,429	\$0	\$0	\$3,380,629
Northern America	\$7,784,005	\$14,493,858	\$9,777,859	\$121,445,030	\$333,816	\$1,959,709	\$155,794,276
Oceania	\$79,376	\$20,218	\$3,405	\$31,772	\$2,933,849	\$4,257	\$3,072,876
Sub-Saharan Africa	\$0	\$59,624	\$0	\$50,966	\$0	\$838,657	\$949,248
Total	\$18,678,838	\$94,140,388	\$13,990,368	\$125,908,090	\$3,732,587	\$3,134,959	\$259,585,231

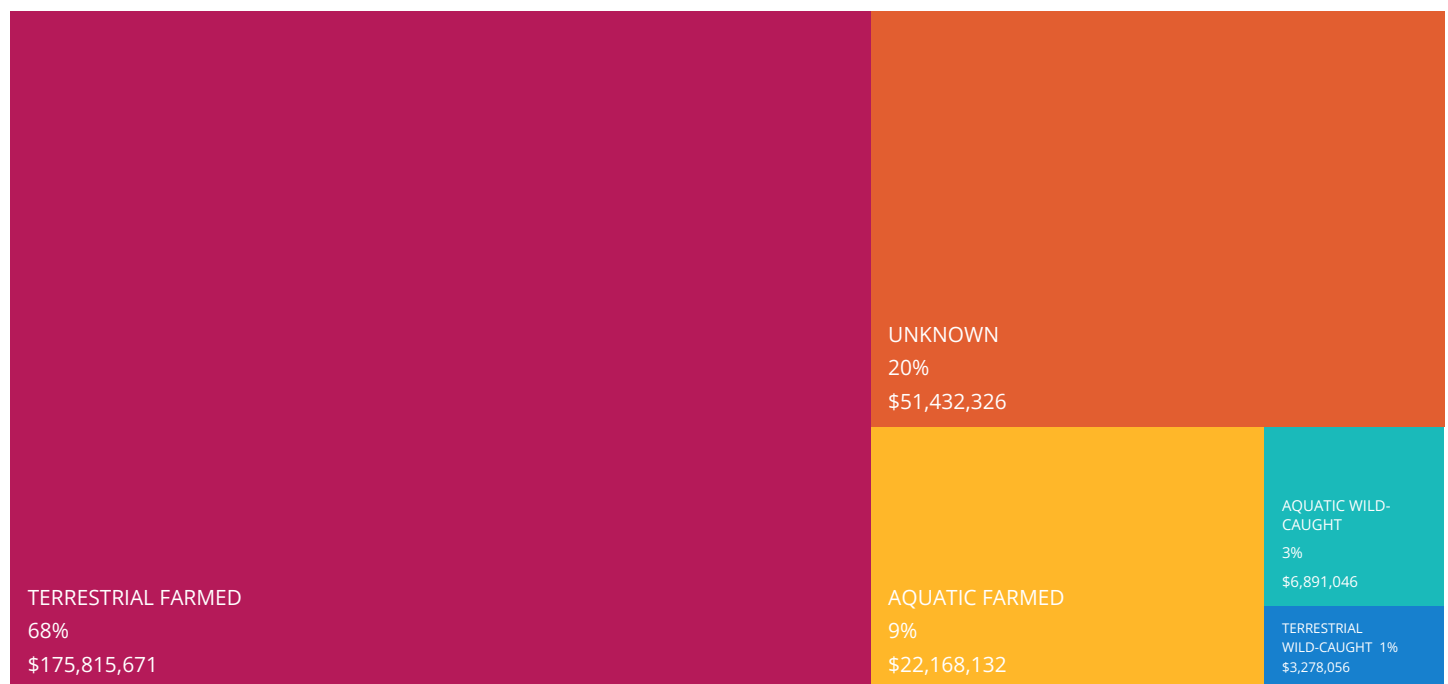
EXPENSES BY ANIMAL

Summary by animal category

Our survey asked organizations what portion of their work benefited specific animals from a predefined list. Recognizing that many organizations do not focus on particular animals or may not track expenditures by animal, the list also included four general combination animal groups and an “Unknown” category. For a full list of animals and categories presented in the survey, see Appendix III.

Over two-thirds of reported in-scope expenses supported terrestrial farmed animals.

Fig. 10: Summary of expenses by animal category (USD)



Terrestrial animals (including both farmed and wild) received more than 6 times as many expenses as aquatic animals.

Farmed animals (including both terrestrial and aquatic) received almost 20 times more expenses than wild-caught animals.

Expenses for specific animals

In addition to the strong focus on terrestrial farmed animals, the ten individual animals receiving the highest reported expenses included egg-laying chickens, broiler chickens, and farmed aquatic animals. Although survey methods and question formats differed, the leading categories and relative expenditures on specific animals were broadly similar to those reported in the 2021 Farmed Animal Funders survey.

Fig. 11: Expenses for top ten animals (USD)

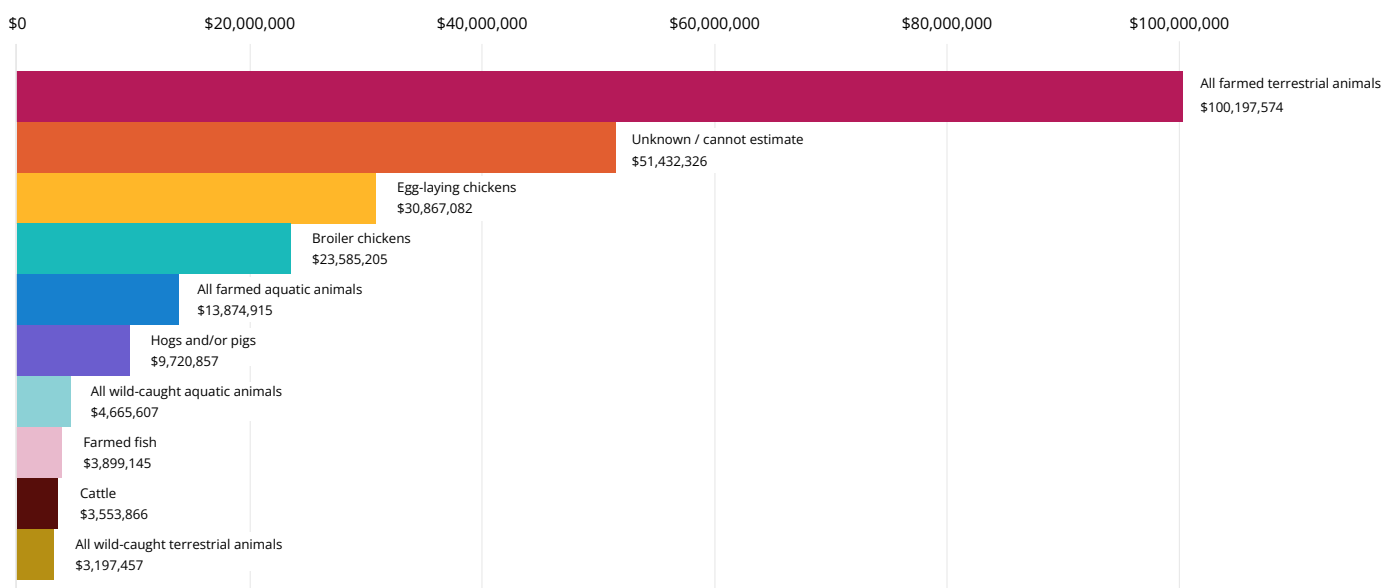
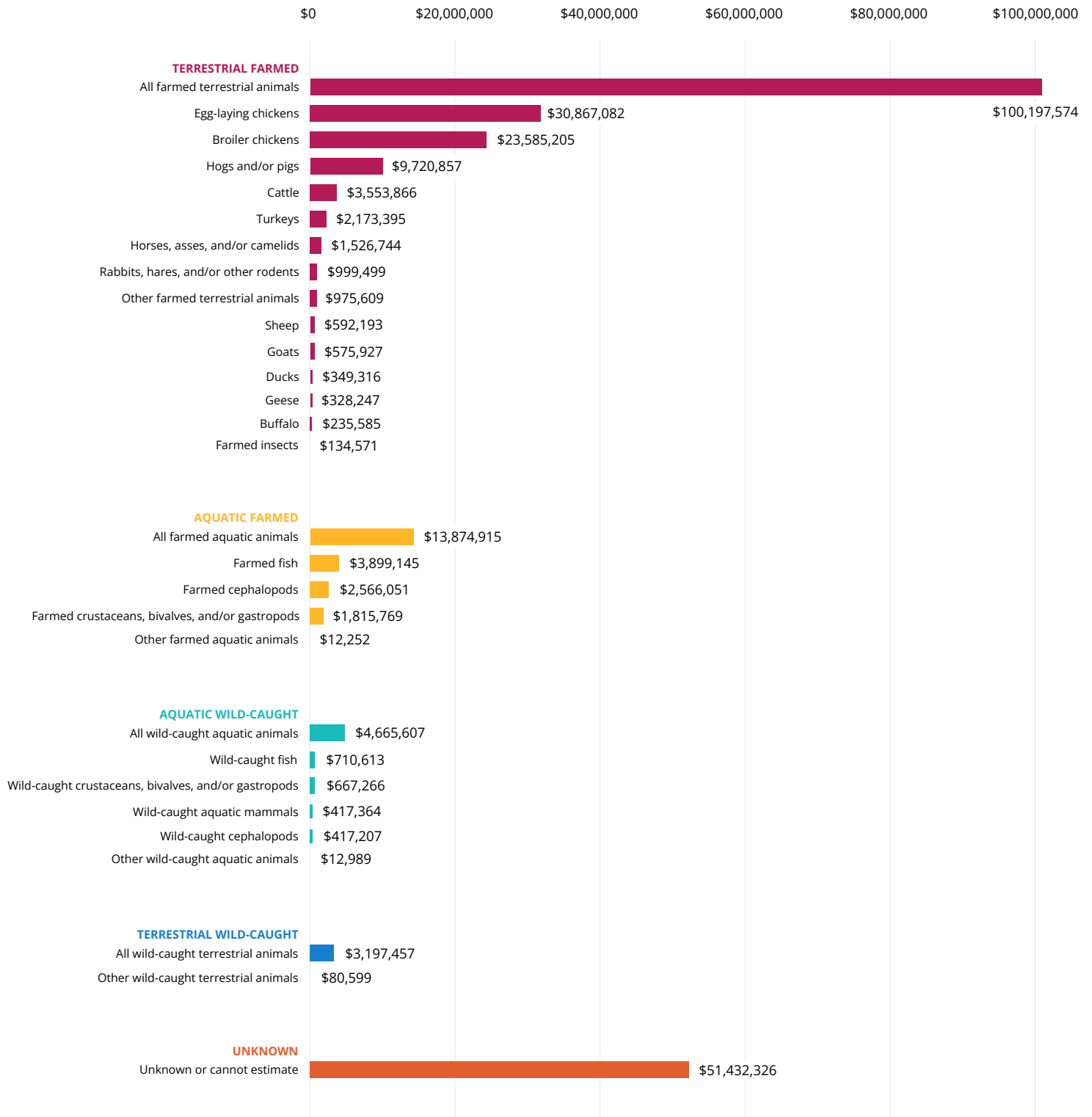


Fig. 12: Total in-scope expenses for all animals, grouped by category (USD)

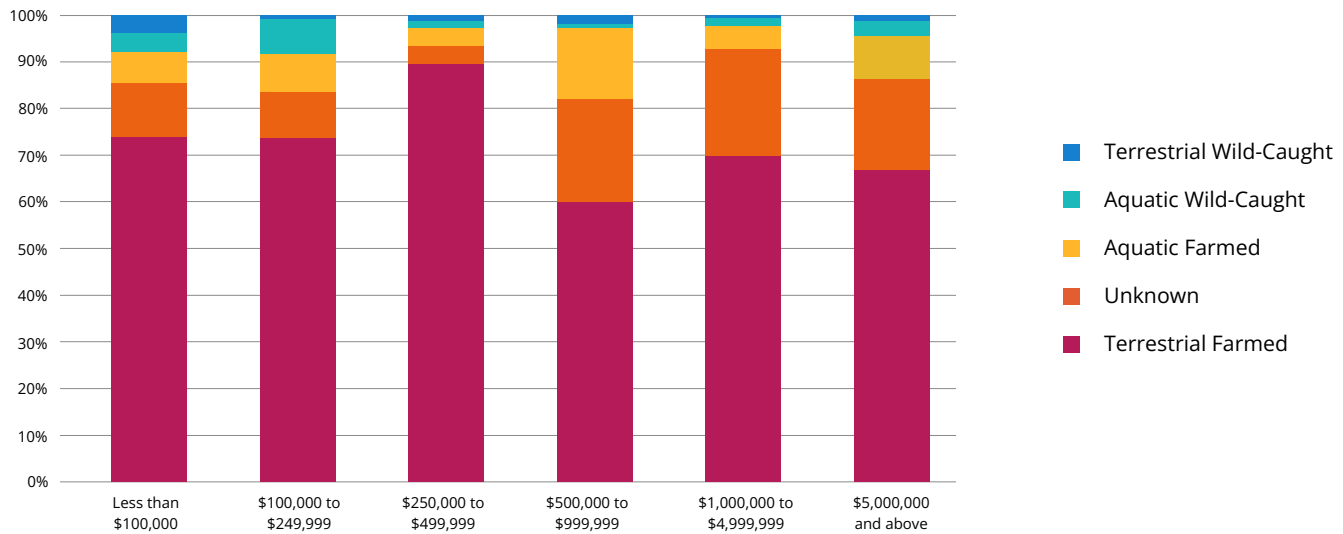


Expenses by animal category, by expense size category

For organizations in all expense size categories, between 60% and 90% of expenses went to terrestrial farmed animals.

Compared to organizations in the three lowest expense categories, organizations in the three highest expense categories spent double the amount on interventions in which the animal focus was unknown or unspecified.

Fig. 13: Expenses by animal category, by expense size category (USD)



Animal Category	Less than \$100,000	\$100,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 to \$4,999,999	\$5,000,000 and above	Total
Terrestrial Wild-Caught	\$108,059	\$57,444	\$92,933	\$393,282	\$406,892	\$2,219,447	\$3,278,056
Aquatic Wild-Caught	\$117,137	\$460,457	\$109,122	\$207,899	\$952,558	\$5,043,873	\$6,891,046
Aquatic Farmed	\$191,539	\$490,532	\$286,677	\$3,148,904	\$3,090,955	\$14,959,525	\$22,168,132
Unknown	\$324,486	\$595,041	\$285,422	\$4,579,943	\$13,710,444	\$31,936,990	\$51,432,326
Terrestrial Farmed	\$2,094,470	\$4,495,008	\$6,607,153	\$12,501,755	\$42,020,000	\$108,097,284	\$175,815,671
Total	\$2,835,690	\$6,098,481	\$7,381,305	\$20,831,783	\$60,180,849	\$162,257,119	\$259,585,231

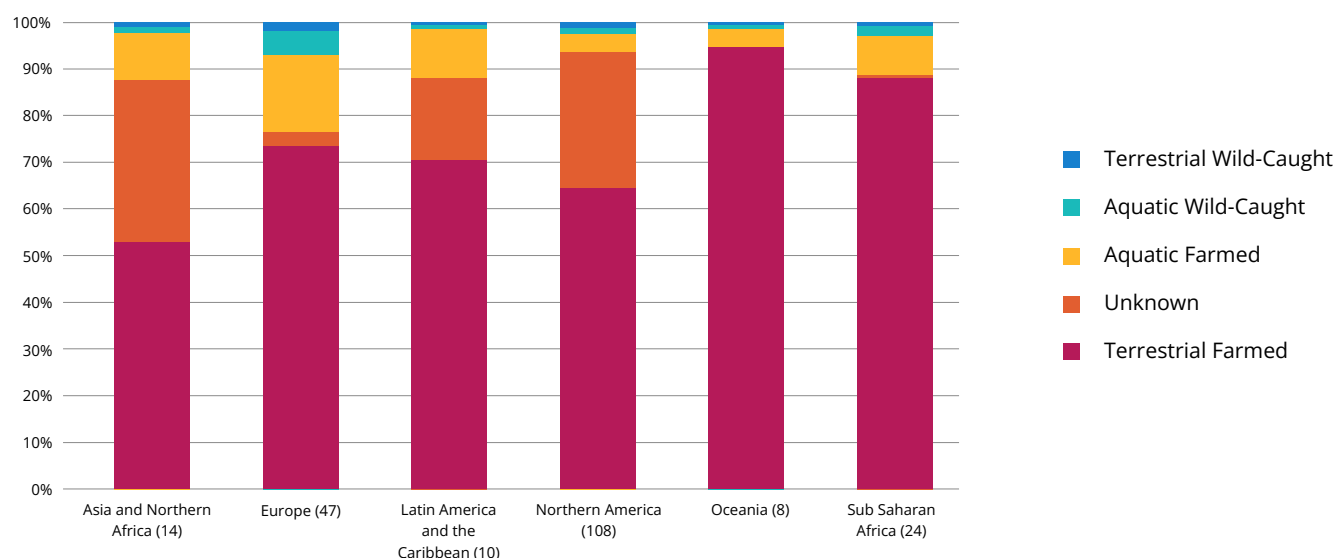
Expenses by animal category, by region of the spender

All regions spent the most on terrestrial farmed animals. Organizations in Europe spent more on aquatic animals than organizations in any other region. The proportion of expenses categorized as “Unknown” varied significantly—minimal among organizations in Europe, Sub-Saharan Africa, and Oceania but substantial in Asia and Northern Africa and Oceania.



It was not feasible to ask organizations to specify which animals benefited from their expenses in every country where they spent money. The results below show spending for animals by the headquarters region of the spender rather than by where money was spent.

Fig. 14: Expenses by animal category, by region of the spender (USD)



Animal Category	Asia and Northern Africa (14)	Europe (47)	Latin America and the Caribbean (10)	Northern America (108)	Oceania (8)	Sub-Saharan Africa (24)	Total
Terrestrial Wild-Caught	\$77,984	\$1,533,322	\$16,875	\$1,643,451	\$0	\$6,424	\$3,278,056
Aquatic Wild-Caught	\$90,234	\$4,686,343	\$31,418	\$2,049,065	\$12,770	\$21,215	\$6,891,046
Aquatic Farmed	\$795,285	\$14,696,315	\$350,091	\$6,218,804	\$29,713	\$77,924	\$22,168,132
Unknown	\$2,726,839	\$2,501,405	\$597,190	\$45,483,220	\$115,602	\$8,070	\$51,432,326
Terrestrial Farmed	\$4,125,866	\$65,154,608	\$2,385,055	\$100,399,736	\$2,914,792	\$835,613	\$175,815,671
Total	\$7,816,209	\$88,571,993	\$3,380,629	\$155,794,276	\$3,072,876	\$949,248	\$259,585,231

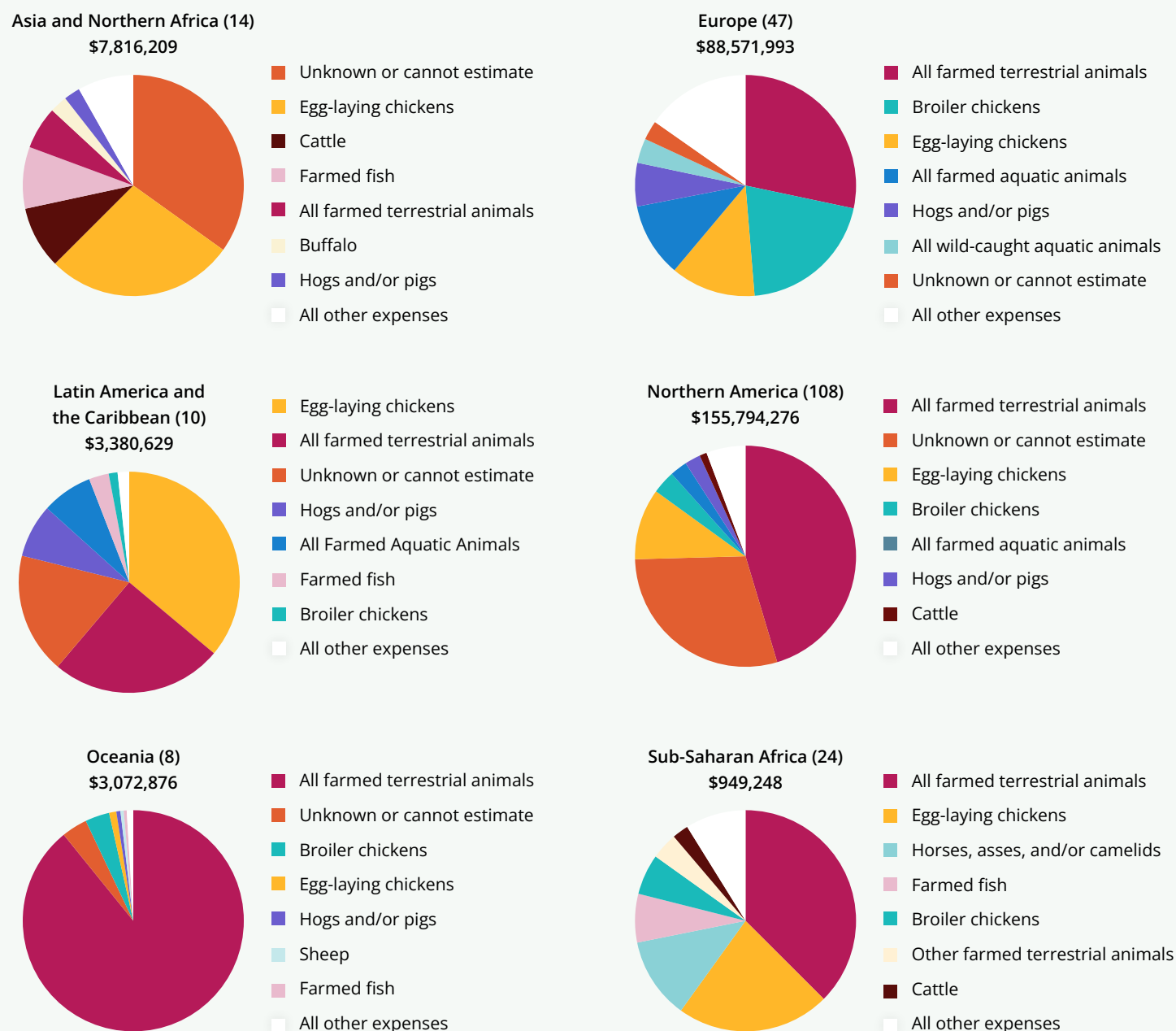
Expenses by animal, by region of the spender

The pie charts in Figure 15 a–f display the top seven animals receiving each region’s spending, along with an eighth slice denoting the combined remainder of all expenses by organizations headquartered in the region.

“All farmed terrestrial” animals were in first or second place for all but one region (Asia and Northern Africa),

egg-laying chickens and broiler chickens appeared in the top seven for all regions, and expenses with unknown animal focus appeared in the top seven for all regions but one (Sub-Saharan Africa). There was great regional variation apart from these similarities.

Fig. 15 a–f: Expenses by animal, by region of the spender (USD)



EXPENSES BY INTERVENTION

Our survey asked participating organizations² to allocate their expenses across a list of 31 intervention types, organized into six categories by the sector served or targeted by the intervention. For a full, detailed list of intervention types and their corresponding categories, see Appendix IV.

Public

Interventions targeting the general public's knowledge or activities.



Government

Interventions targeting government entities' knowledge or activities.



Movement

Interventions benefiting animal and food system advocacy organizations.



Animals

Interventions providing care and assistance directly to animals.



Business

Interventions targeting for-profit businesses or their activities.



Other

Activities that the organization felt were excluded from the list of interventions.

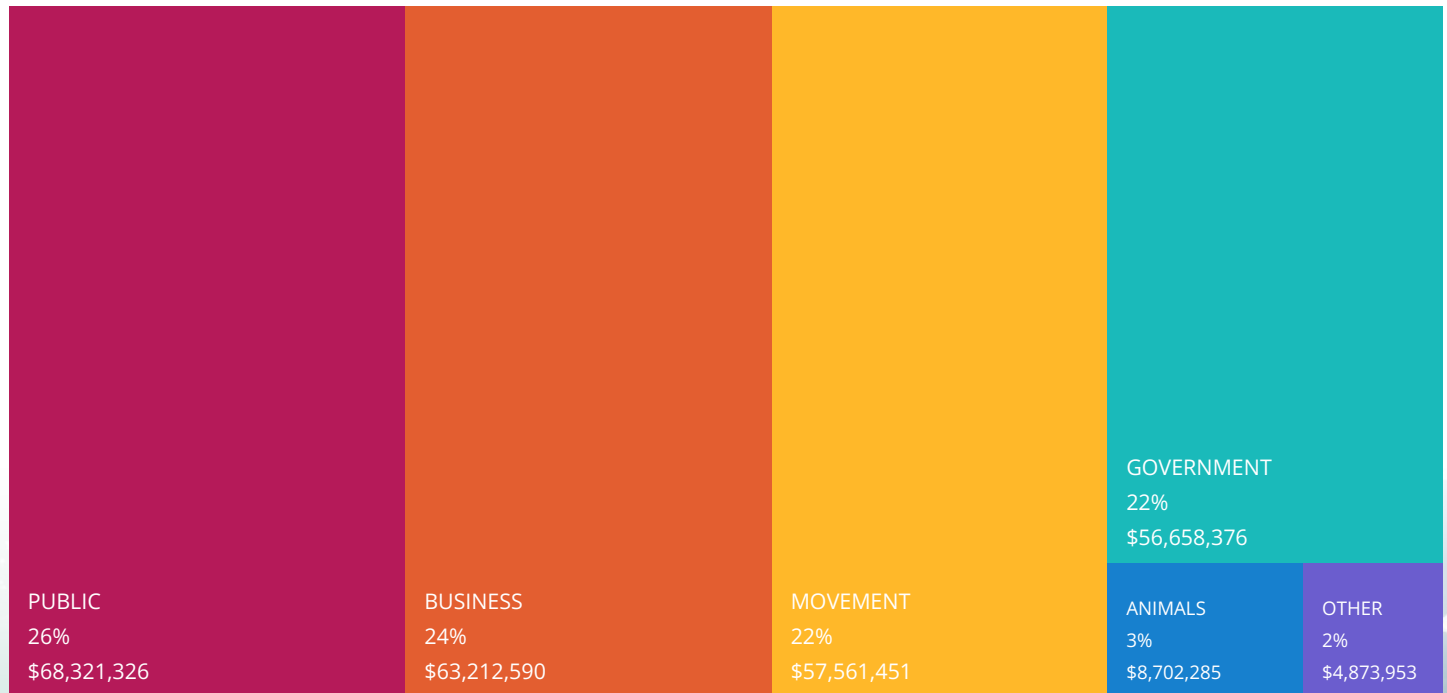


²Please note that for all analyses by Intervention the total number of participating organizations has decreased by two because one organization from Europe and one from Sub-Saharan Africa opted not to complete this section. The total expenses represented in this section are thus \$259,329,981.

Summary by intervention category

Expenses were split relatively equally across the categories of Public, Business, Movement, and Government interventions. Animal Interventions represented a much smaller portion, at only 3%. Responding organizations assigned only 2% of their expenses to “Other”.

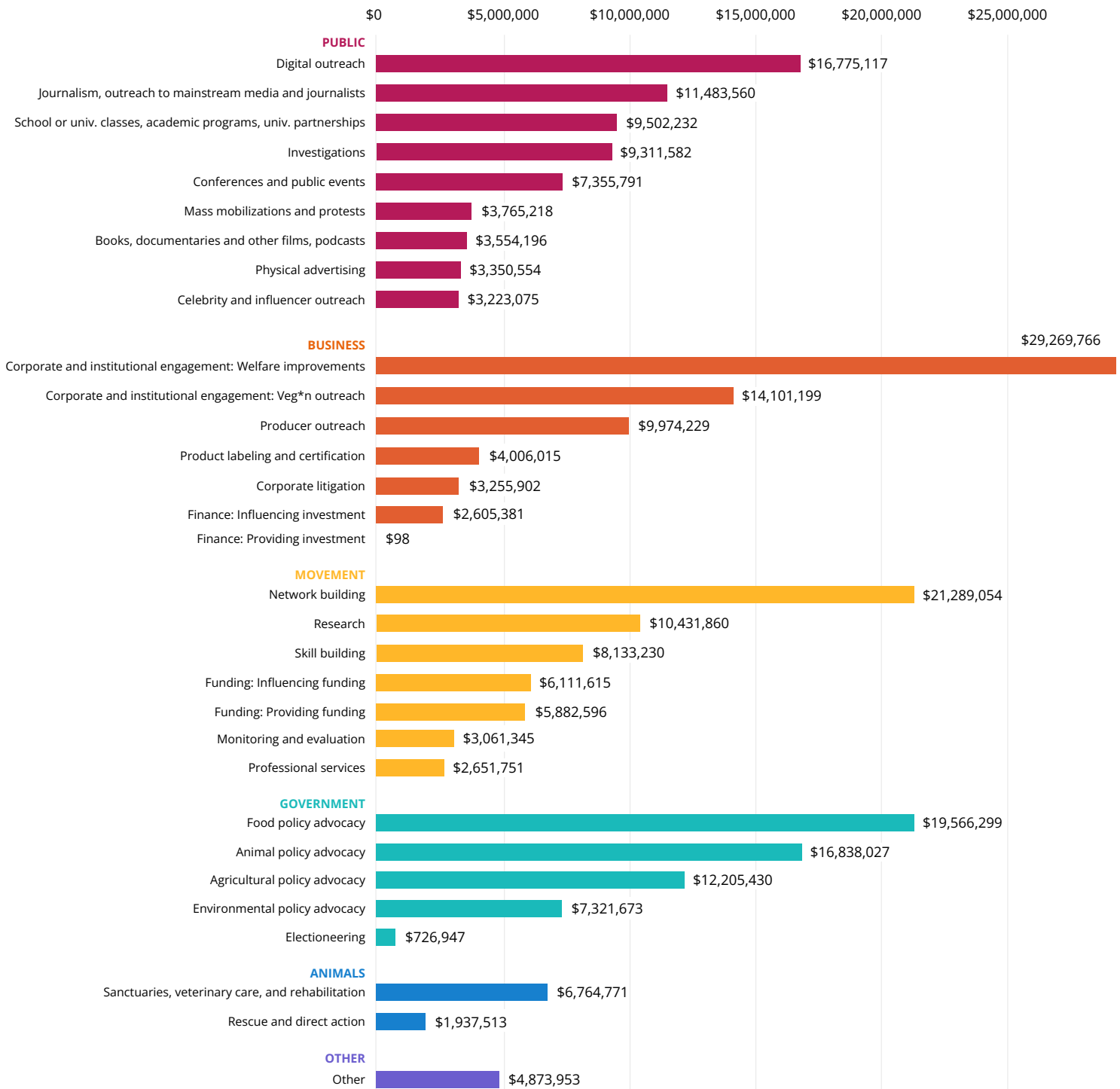
Fig. 16: Summary of expenses by intervention category (USD)



Expenses by specific intervention, grouped by category

Figure 17 shows all interventions included in the survey, grouped by category. Although the Public category represented the largest overall category of expenses, the leading specific intervention was corporate and institutional engagement for welfare improvements, from the Business category.

Fig. 17: Expenses by intervention, grouped by intervention category (USD)



Top ten interventions

Continuing a general trend observed by the 2021 Farmed Animal Funders survey, corporate and institutional engagement for welfare improvements was the leading intervention.

Interventions targeting or serving the movement appeared much more prominently in 2024 than in 2021, with both movement network building and movement research ranking among the top ten interventions by expenditure. Network building within the movement ranked second, receiving over USD 21 million of reported expenses in this survey, compared to less than 4 million in 2021.³

Interventions providing direct care or rescue of in-scope animals did not rank among the top ten.

Fig. 18: Top ten interventions receiving reported expenses (USD)



³The 2021 State of the Movement survey by Farmed Animal Funders called this intervention "Movement: Coalition Building".

Intervention categories by region of the spender

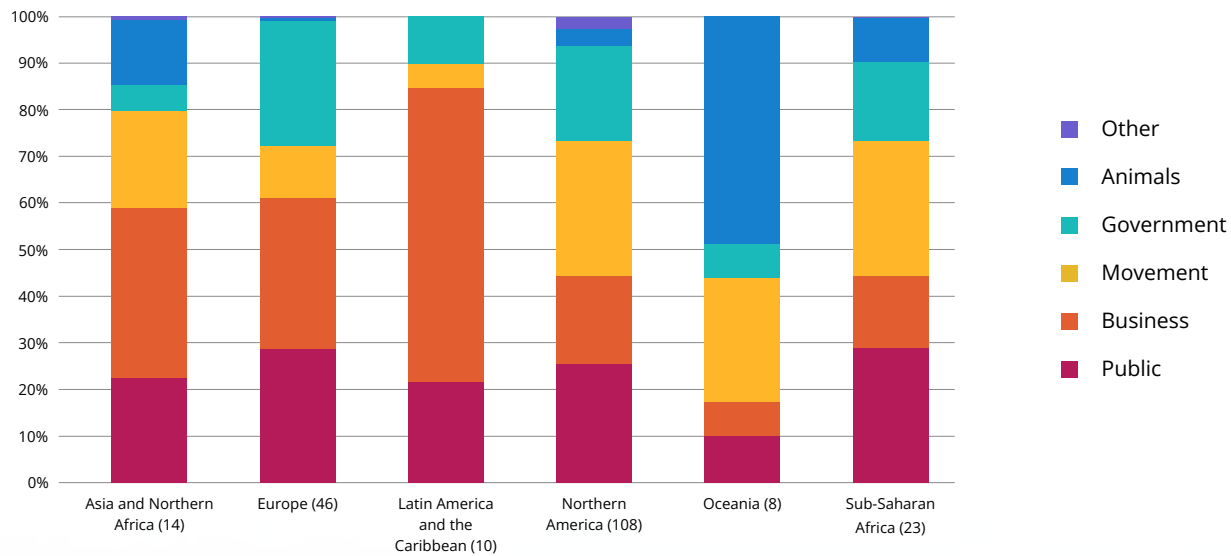
Organizations headquartered in Northern America, Europe, and Sub-Saharan Africa reported a similar distribution of expenses. Northern America and Sub-Saharan Africa spent somewhat more on interventions targeting the movement, while Europe allocated proportionally more to interventions targeting government.

Although only ten organizations from Latin America and the Caribbean responded, they reported allocating more than half of their expenses to interventions targeting businesses—a higher proportion than any other region.

Similarly, despite a small number of responses from Oceania, the region stood out for its high proportion of spending on direct care and rescue of animals farmed or caught for food. While direct animal interventions accounted for between 0% and 14% of expenses among organizations headquartered elsewhere, organizations in Oceania allocated nearly 50% of their total expenses to direct care and rescue.



Fig. 19: Intervention categories by region of the spender (USD)



Intervention Category	Asia and Northern Africa (14)	Europe (46)	Latin America and the Caribbean (10)	Northern America (108)	Oceania (8)	Sub-Saharan Africa (23)	Total
Other	\$60,922	\$443,805	\$0	\$4,367,507	\$0	\$1,720	\$4,873,953
Animals	\$1,104,014	\$447,034	\$0	\$5,578,455	\$1,500,000	\$72,781	\$8,702,285
Government	\$444,428	\$23,785,781	\$348,614	\$31,704,747	\$224,784	\$150,023	\$56,658,376
Movement	\$1,604,666	\$9,758,326	\$169,883	\$44,964,039	\$809,951	\$254,586	\$57,561,451
Business	\$2,850,801	\$28,703,572	\$2,123,867	\$29,170,309	\$229,194	\$134,846	\$63,212,590
Public	\$1,751,378	\$25,233,475	\$738,265	\$40,009,218	\$308,947	\$280,042	\$68,321,326
Total	\$7,816,209	\$88,371,993	\$3,380,629	\$155,794,276	\$3,072,876	\$893,998	\$259,329,981

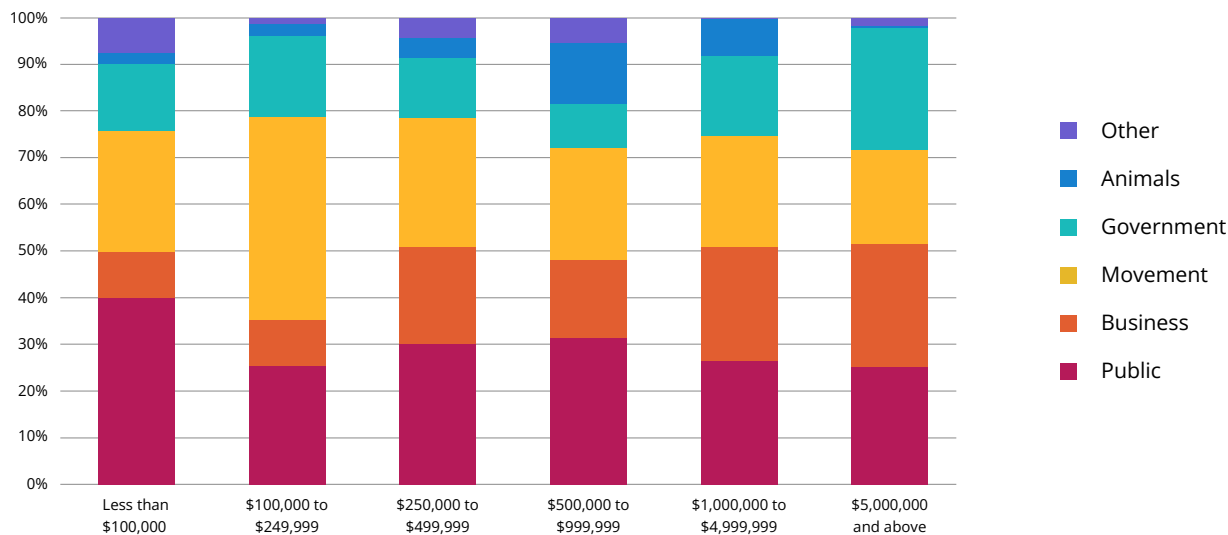


Intervention categories by expense size category

Proportional spending on intervention categories was extremely similar across all expense size categories, with small variations.

The smallest expenses category reported the largest proportion of their spending on interventions targeting the public. Organizations at the largest expense size showed the highest proportion of their spending in government interventions.

Fig. 20: Intervention categories by expense size category (USD)



Intervention Category	Less than \$100,000	\$100,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 to \$4,999,999	\$5,000,000 and above	Total
Other	\$207,133	\$82,156	\$317,414	\$1,128,207	\$165,652	\$2,973,391	\$4,873,953
Animals	\$68,922	\$141,817	\$321,414	\$2,700,946	\$4,797,746	\$671,440	\$8,702,285
Government	\$400,286	\$1,027,350	\$931,557	\$1,965,451	\$10,181,874	\$42,151,858	\$56,658,376
Movement	\$716,052	\$2,556,477	\$2,044,669	\$5,016,879	\$14,411,502	\$32,815,872	\$57,561,451
Business	\$278,139	\$576,037	\$1,535,623	\$3,471,047	\$14,540,879	\$42,810,866	\$63,212,590
Public	\$1,109,909	\$1,514,645	\$2,230,629	\$6,549,254	\$16,083,196	\$40,833,693	\$68,321,326
Total	\$2,780,441	\$5,898,482	\$7,381,306	\$20,831,784	\$60,180,849	\$162,257,120	\$259,329,981

EXPENSES BY INTENDED OUTCOME

Our survey asked participating organizations⁴ to allocate their expenses across a typology of eight intended outcomes for animal advocacy developed by Animal Charity Evaluators.⁵

Paralleling the results of our analysis by intervention, the intended outcome of improving welfare standards was the leading category, capturing one-third of total expenses.

Fig. 21: Summary of intended outcomes (USD)



⁴Please note that for all analyses by Intended Outcome the total number of participating organizations has decreased by two because one organization from Europe and one from Sub-Saharan Africa opted not to complete this section. The total expenses represented in this section are thus USD \$259,329,981.

⁵Animal Charity Evaluators, "Menu of Outcomes for Animal Advocacy", <https://animalcharityevaluators.org/research/methodology/menu-of-outcomes/>

Expenses by intended outcome, by region of the spender

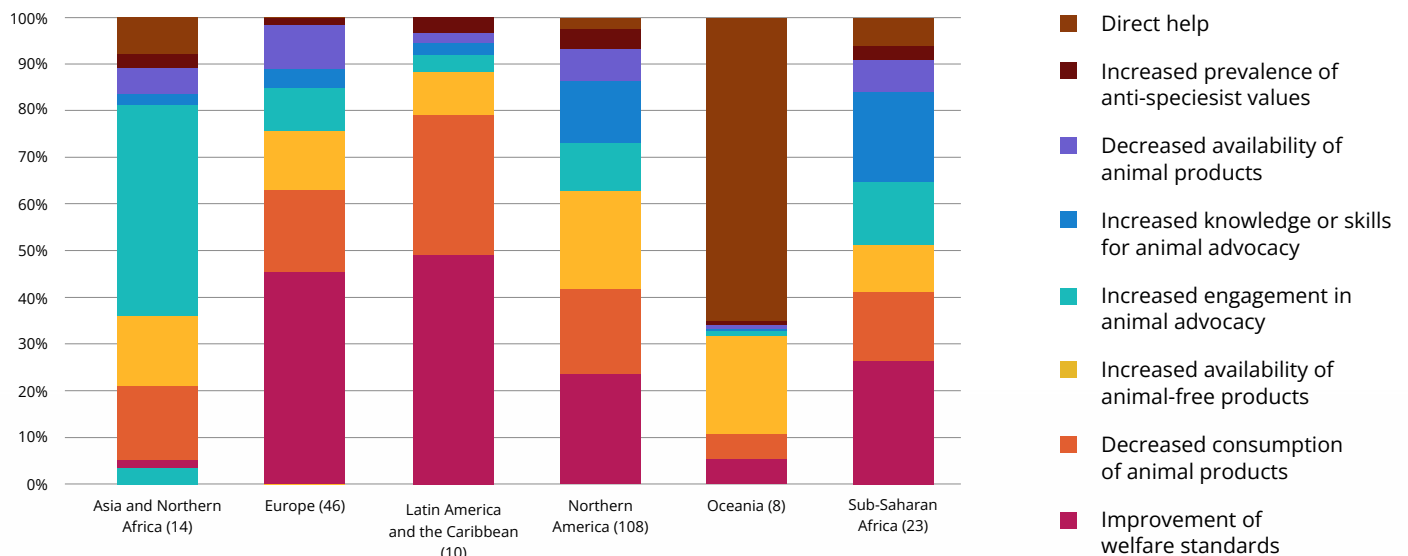
There was notable regional variation in intended outcomes.

Improving welfare standards was the leading outcome among organizations headquartered in Latin America and the Caribbean, Europe, Sub-Saharan Africa, and Northern America. However, organizations in Oceania and Asia and Northern Africa—which had fewer survey respondents—allocated significantly less to this outcome.

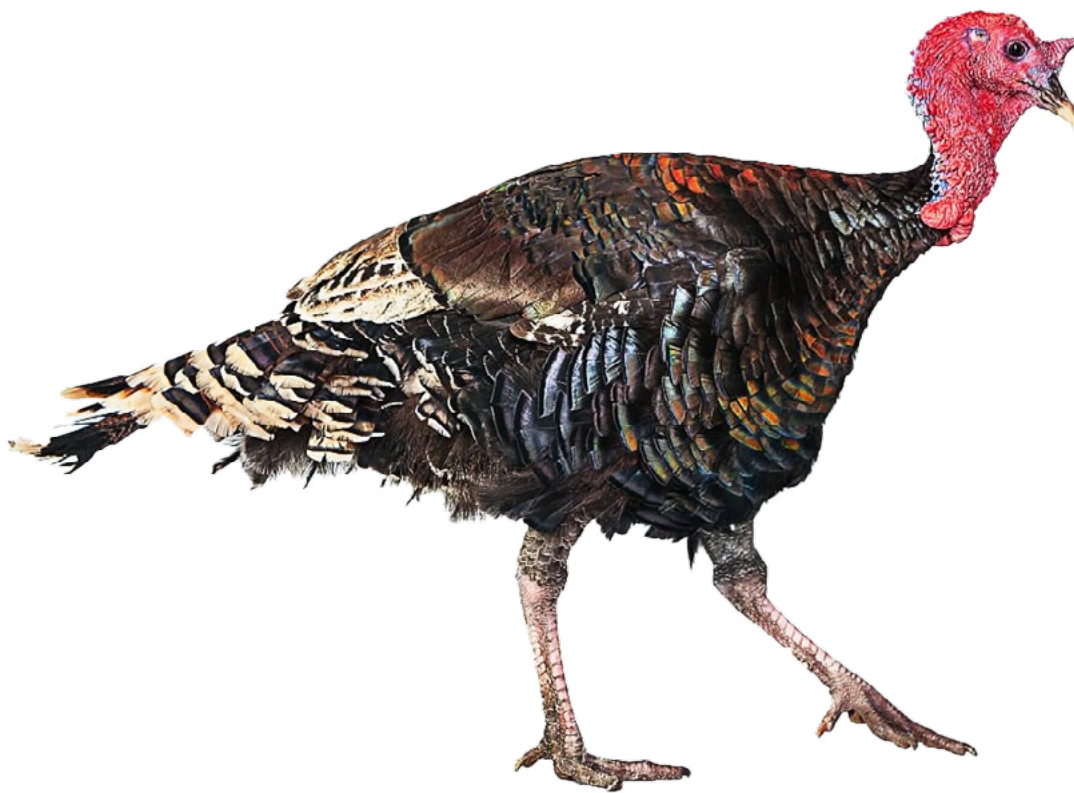
Compared to all other regions, spending by organizations in Asia and Northern Africa was heavily focused on increasing engagement in animal advocacy, with this outcome receiving roughly half of their reported expenditures.

Reflecting the previous section’s finding that organizations in Oceania prioritized direct care and rescue interventions, direct help for animals accounted for the majority of reported expenses in this region.

Fig. 22: Intended outcomes by region of the spender (USD)



Intended Outcome	Asia and Northern Africa (14)	Europe (46)	Latin America and the Caribbean (10)	Northern America (108)	Oceania (8)	Sub-Saharan Africa (23)	Total
Direct help	\$610,404	\$105,955	\$0	\$3,714,692	\$2,000,000	\$53,611	\$6,484,662
Increased prevalence of anti-speciesist values	\$241,044	\$1,228,713	\$110,315	\$6,772,728	\$22,580	\$28,455	\$8,403,835
Decreased availability of animal products	\$421,138	\$8,377,333	\$74,121	\$10,598,584	\$25,846	\$61,707	\$19,558,729
Increased knowledge or skills for animal advocacy	\$186,362	\$3,576,461	\$87,955	\$20,711,135	\$14,067	\$170,995	\$24,746,976
Increased engagement in animal advocacy	\$3,815,179	\$8,103,639	\$120,058	\$16,055,357	\$30,127	\$120,055	\$28,244,415
Increased availability of animal-free products	\$1,168,124	\$11,130,454	\$312,821	\$32,458,519	\$647,513	\$90,898	\$45,808,329
Decreased consumption of animal products	\$1,242,336	\$15,639,077	\$1,012,056	\$28,598,183	\$164,702	\$131,225	\$46,787,579
Improvement of welfare standards	\$131,622	\$40,210,360	\$1,663,303	\$36,885,079	\$168,040	\$237,051	\$79,295,455
Total	\$7,816,209	\$88,371,993	\$3,380,629	\$155,794,276	\$3,072,876	\$893,998	\$259,329,981



Expenses by intended outcome, by expense size category

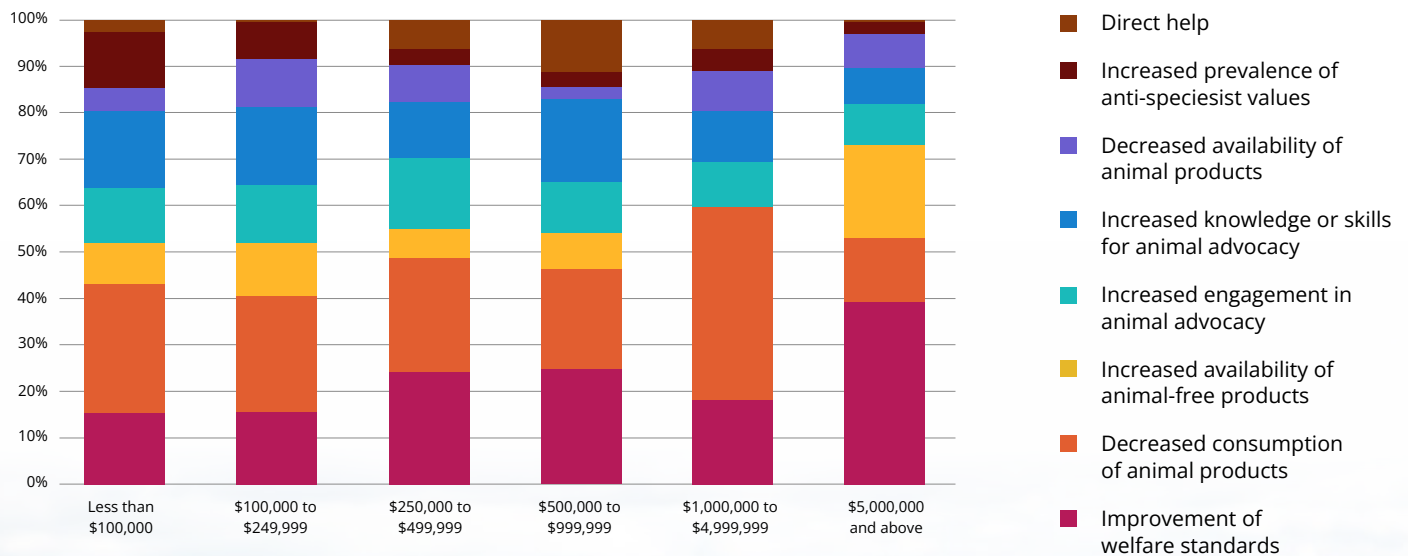
Intended outcomes were largely consistent across all expense size categories, with a few notable exceptions.

Improving welfare standards accounted for a significantly higher proportion of spending among the largest organizations than among smaller ones, partly explaining the strong emphasis on welfare improvements observed in our interventions analysis.

Increased availability of animal-free products was also a top outcome for the largest organizations but received less spending from organizations in the four smallest expense categories.

Decreased consumption of animal products was the highest priority for the smallest organizations and became progressively less important among larger organizations. This pattern may explain why our Interventions analysis found that smaller organizations prioritized public outreach.

Fig. 23: Intended outcomes by expense size category (USD)



Intended Outcome	Less than \$100,000	\$100,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 to \$4,999,999	\$5,000,000 and above	Total
Direct help	\$71,779	\$29,121	\$467,696	\$2,243,717	\$3,647,531	\$582,537	\$7,042,382
Increased prevalence of anti-speciesist values	\$336,436	\$463,385	\$247,171	\$681,474	\$2,799,777	\$4,244,953	\$8,773,196
Decreased availability of animal products	\$131,509	\$610,665	\$605,033	\$519,350	\$5,358,284	\$12,044,370	\$19,269,212
Increased knowledge or skills for animal advocacy	\$465,803	\$988,186	\$879,981	\$3,742,660	\$6,458,332	\$12,266,696	\$24,801,657
Increased engagement in animal advocacy	\$329,128	\$747,958	\$1,123,567	\$2,287,572	\$5,981,057	\$14,381,093	\$24,850,375
Increased availability of animal-free products	\$242,421	\$668,600	\$467,067	\$1,635,347	\$9,199,854	\$32,613,279	\$44,826,567
Decreased consumption of animal products	\$775,123	\$1,468,634	\$1,798,348	\$4,524,781	\$15,790,042	\$22,430,652	\$46,787,579
Improvement of welfare standards	\$428,240	\$921,933	\$1,792,443	\$5,196,884	\$10,945,971	\$63,693,540	\$82,979,012
Total	\$2,780,441	\$5,898,482	\$7,381,306	\$20,831,784	\$60,180,849	\$162,257,120	\$259,329,981



LOOKING TO THE FUTURE

Stray Dog Institute will conduct this survey annually and publish a report of aggregate results.

We will conduct this survey again in 2025. As in 2024, participants will be able to save their progress at any time before submitting their responses. Stray Dog Institute will continue to provide survey access and interpretation support as needed. To streamline participation and help organizations submit high-quality responses, the 2025 survey questions and answer options will be available for review on our website—without requiring access to the survey portal or the start of a response.

We hope to welcome renewed participation by many 2024 survey respondents. To address data gaps and improve the accuracy of movement-wide

representation, Stray Dog Institute will focus on expanding global participation in regions where the 2024 survey yielded a low response rate.

Where feasible, this report includes high-level comparisons between our results and those of Farmed Animal Funders' 2021 survey. As we continue gathering fully comparable data through repeated use of this survey, we look forward to producing more robust year-over-year comparisons.

We commit to continually improving this survey and making the analysis more helpful to movement organizations and funders. We welcome comments and suggestions from the community at surveys@straydoginstitute.org

ACKNOWLEDGMENTS

This report would not have been possible without the contributions of many.

Stray Dog Institute gratefully acknowledges Farmed Animal Funders for their trailblazing efforts to measure the resources of the farmed animal protection movement and for graciously entrusting us with continuing this survey.

We thank the many organizations worldwide that served as early pilot testers, helping to refine and improve the survey questions. We also appreciate our fellow funders, grantee partners, and nonprofit allies for promoting the survey within their networks. These efforts extended the survey's reach, encouraging

participation among underrepresented segments of the movement.

We are especially grateful to Faunalytics, Rethink Priorities, Animal Charity Evaluators, Open Philanthropy, The Navigation Fund, and Good Growth for their valuable review comments and suggestions for future survey improvements.

Finally, and most importantly, we thank the hundreds of nonprofit organizations worldwide that participated in the 2024 survey, donating their time to provide the detailed source data that powered this report.

APPENDIX

I. Survey Instrument

A copy of the full 2024 survey can be found here:

<https://straydoginstitute.org/docs/SoM-2024-Questions.pdf>

II. Countries by Region

The survey listed countries by geographic region according to the regional groupings defined by the United Nations Sustainable Development Goals (SDG) Framework, except for Northern America and Europe, which we split into two groups. A list of UN SDG regions and their corresponding countries can be found here:

<https://unstats.un.org/sdgs/indicators/regional-groups/>

III. Animals

TERRESTRIAL FARMED

All farmed terrestrial animals

Broiler chickens

Egg-laying chickens

Ducks

Geese

Turkeys

Buffalo

Cattle

Hogs and/or pigs

Horses, asses, and/or camelids

Sheep

Goats

Rabbits, hares, and/or other rodents

Farmed insects

Other farmed terrestrial animals (please specify)

TERRESTRIAL WILD-CAUGHT

All wild-caught terrestrial animals

Other wild-caught terrestrial animals (please specify)

AQUATIC FARMED

All farmed aquatic animals

Farmed fish

Farmed crustaceans, bivalves, and/or gastropods (e.g., crabs, lobsters, shrimp, oysters, clams, snails)

Farmed cephalopods (e.g., octopuses, cuttlefish, squid)

Other farmed aquatic animals (please specify)

AQUATIC WILD-CAUGHT

All wild-caught aquatic animals

Wild-caught fish

Wild-caught crustaceans, bivalves, and/or gastropods

Wild-caught cephalopods

Wild-caught aquatic mammals (e.g., whales, dolphins, seals)

Other wild-caught aquatic animals (please specify)

UNKNOWN

Unknown or cannot estimate

IV. Interventions

GOVERNMENT

Food policy advocacy (lobbying or lawsuits regarding nutrition guidelines, health policy, alternative protein regulations)
Agricultural policy advocacy (lobbying or lawsuits regarding agricultural programs, product subsidies, land use policy)
Environmental policy advocacy (lobbying or lawsuits regarding air and water policy, endangered species protection, environmental standards)
Animal policy advocacy (lobbying or lawsuits regarding animal welfare policy)
Electioneering (influencing elections, political appointments)

BUSINESS

Producer outreach
Corporate litigation
Corporate and institutional engagement: Veg*n outreach
Corporate and institutional engagement: Welfare improvements
Finance: Influencing investment
Finance: Providing investment
Product labeling and certification

PUBLIC

Books, documentaries and other films, podcasts
Celebrity and influencer outreach
School or university classes, academic programs, university partnerships
Investigations
Journalism, outreach to mainstream media and journalists
Physical advertising (billboards, print ads, stickers, leaflets)
Mass mobilizations and protests
Digital outreach (social media campaigns, online ads, apps, veg*n pledges)
Conferences and public events

MOVEMENT

Funding: Influencing funding
Funding: Providing funding
Network building (collaboration opportunities, building or strengthening networks and coalitions)
Research (surveys, data-driven analyses, peer-reviewed articles, data presentation, tools)
Skill building (training programs and staff education)
Monitoring and evaluation
Professional services (legal representation and advice, technical services)

ANIMAL

Sanctuaries, veterinary care, and rehabilitation
Rescue and direct action

OTHER

Other (please specify)



V. Intended Outcomes

Our survey used the intended outcomes from the “Menu of Outcomes for Animal Advocacy” created and maintained by Animal Charity Evaluators, as of the launch of the survey. More information on the menu—including examples of interventions that support each outcome—can be found here:

<https://animalcharityevaluators.org/research/methodology/menu-of-outcomes/>



