

# 2024 Funder Priorities Survey

We estimate this survey will take **10-15 minutes**, but might take substantially longer if you want to discuss the answers with your team. For this survey, we want only **one answer from each organization/funder**.

**Purpose:** As you may know, FAF developed a funding landscape scan to highlight trends and whitespaces in the farmed animal advocacy movement. This was a combination of learning about the funders' priorities, as well as a massive survey of 2,000 charities. We are launching an **alternative version of the funders' priorities section, an interactive spreadsheet that will allow you to see other FAF members' priorities** (who opt-in to sharing). Questions cover your funding priorities across geographies, program areas, species, and grant sizes.

**Confidentiality:** Your answers will be shared with other FAF members who have also opted in to share their priorities (which you can opt out of at the end of the survey). We think this new feature can be a great way to learn about other FAF member's priorities and share grant opportunities with interested funders. We may also share the anonymized, aggregated survey responses as a summary with other FAF members and/or to a wider audience (which you can also opt out of at the end of the survey).

For any questions please contact Elliot Teperman at [elliott@farmedanimalfunders.org](mailto:elliott@farmedanimalfunders.org)

## Definition of priority levels

For the funders' priorities survey, we are interested in your organization's priorities across species, regions, and types of work that your organization will fund. We classified priorities as falling into 4 buckets. Please do your best to answer the questions below using these classifications:

### High Priority

High priority funding opportunities are those that you are the most excited about funding. Your organization might be **actively seeking applications** and be **very bullish about organizations** doing this type of work. This includes both opportunities that you regularly fund, and those that you seldom fund due to lack of opportunities but would like to fund more.

### Moderate Priority

Moderate priority funding opportunities are those that you **regularly fund**, and think are generally **good funding opportunities**. You may not seek out opportunities as actively as high priority opportunities, but you think these are good giving opportunities your organization often funds. This includes both opportunities that you regularly fund, and those that you seldom fund due to lack of opportunities but would like to fund more.

### **Neutral**

Neutral funding opportunities are those that you are **neither excited about funding, nor are you opposed** to funding. This aspect of an organization is not a key consideration that is salient or relevant to your organization. For example, your organization might consider regulatory interventions a high priority, and be **neutral** about which species these interventions target.

### **Actively Not Funding**

These are opportunities your organization has actively decided not to fund. This can be for any number of reasons but generally indicates that your organization does not consider funding opportunities that fall under this category.

## **A final caveat**

This system is imperfect in many ways as there are so many ways to categorize funders' priorities. Yet we believe it will still be useful to learn about the funders' priorities across the movement, as well as each funder's priorities. For example, your organization might consider interventions that target farmed fish in Europe a high priority. This survey can only capture your interest in funding interventions focusing on farmed fish in general and focusing on Europe in general, not the interaction. Please do your best with this limitation.

### **Page Break**

What is the name of your foundation (or your own name if you are an individual without a foundation or grantmaking entity)? This will only be shared in ways you expressly consent to (at the end of the survey).

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Please briefly describe the main focus areas of your grants within our sector.

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To what extent is each **species/food type** a funding priority for your organization?

	Actively not funding	Neutral	Moderate priority	High priority
All farmed animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pigs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other farmed mammals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Egg laying chickens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broiler chickens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other farmed birds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farmed fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wild-caught fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farmed crustaceans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other farmed invertebrates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are there any **species/food types** missing from this list that are a high priority to your organization?

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To what extent is each **region/country**\* a funding priority for your organization?

\*We have both regions AND countries because we think there are some countries in each region that might receive a different answer than the broader region (e.g. for some funders, China might be a higher priority than Asia as a region).

	Actively not funding	Neutral	Moderate priority	High priority
North America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Europe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Latin America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle East	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oceania	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Africa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
United States	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mexico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
United Kingdom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
France	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Germany	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
India	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
China	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brazil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Australia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are there any **regions/countries** missing from this list that are a high priority to your organization?

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## Types of Work

For this funders' priorities survey, [we classified the different types of work to fight factory farming into categories](#). We understand that you may conceptualize your philanthropy differently, and appreciate that these classifications aren't perfect. For the purposes of this survey, please do your best to answer the questions below using the classifications in the table below ([linked here](#)).

Work Sector	Strategy
Government	<b>Alternative protein policy advocacy</b> - e.g. Novel foods regulation, government R&D
	<b>Animal welfare policy advocacy</b> - e.g. Slaughter regulations, welfare standards, banning of cruel practices
	<b>Food system policy advocacy</b> - e.g. Farm Bill, EATS Act, environmental standards, commodity crops, subsidies
	<b>Legal action</b> - e.g. Litigation, judicial reviews, prosecutions of animal cruelty
	<b>Electioneering</b> - e.g. Elections, electioneering, political appointments
Business	<b>Farmers and agriculture</b> - e.g. Farm transformations, farmer outreach
	<b>Corporate welfare campaigning</b> - e.g. Agribusiness pressure campaigns, cage-free campaigns
	<b>Food business partnerships</b> - e.g. Technical guidance, menu design, chef training, corporate awards
	<b>Institutional advocacy</b> - e.g. Plant-based or welfare standards purchasing advocacy in hospitals, schools, & other public institutions
	<b>Alternative proteins</b> - e.g. Product development and scale-up, entrepreneurship, start-ups, venture capital
	<b>Investment and divestment</b> - e.g. Influencing investment in industrial agriculture and meat producers
Public	<b>Changing public Opinion</b> - e.g. Journalism and mass media, social media, billboards, sanctuaries

	<b>Diet change advocacy</b> - e.g. Dietary change outreach, raising awareness of issues and labeling
	<b>Grassroots mobilization</b> - e.g. Public organizing, direct action, mass public actions
Movement	<b>Training and education</b> - e.g. Internal training programs, leadership, staff education
	<b>Monitoring and evaluation</b> - e.g. Measuring effectiveness & impact, internal SWOT, watchdog activities for the movement
	<b>Research and tools</b> - e.g. Investigative research, visualizations, data repositories, peer-reviewed articles, academic partnerships, academic programs
	<b>Capacity building</b> - e.g. Professional services for nonprofits, increasing the movement's resources and facilitating collaboration

To what extent is each **broad type of work** a funding priority for your organization?

	Actively not funding	Neutral	Moderate priority	High priority
Government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent is each **specific type of work** a funding priority for your organization?

	Actively not funding	Neutral	Moderate priority	High priority
Government: Alternative protein policy advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government: Animal welfare policy advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government: Food system policy advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government: Legal action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government: Electioneering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business: Farmers and agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business: Corporate welfare campaigning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business: Food business partnerships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business: Institutional advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business: Alternative proteins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business: Investment and divestment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public: Changing public opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public: Diet change advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public: Grassroots mobilization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement: Training and Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement: Monitoring and Evaluation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement: Research and Tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Movement: Capacity Building

☐ ☐ ☐ ☐

Are there any **types of work** missing from this list that are a high priority to your organization?

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To what extent is your organization interested in giving individual **grants of the following sizes (in USD)?**

	Not at all	Rarely	Sometimes	Common
\$0 - \$25,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$25,000 - \$100,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$100,000 - \$250,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$250,000 - \$1 million	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$1 million +	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Approximately how much do you expect to donate this year to organizations working within farmed animal advocacy, to end factory farming or adjacent areas?

Note: This question is **optional and will not be shared with anyone outside of the FAF team.**

This question will only be used at an anonymized and aggregated level in the event that FAF shares a summary of the results as a report.

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Are there any specific geographies, types of work, or species/food types that you would like to fund more in the future than you currently are? Note: these responses may inform FAF pooled funds, member call topics, and NGO funding opportunities we share.

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How do you wish for your answers to the funders' priorities survey to be used? (Please select all that apply)

- ☐ I consent to my answers being shared with other FAF members who also opt-in to sharing their answers.
- ☐ I consent to my answers being shared in an anonymized, aggregated format to other FAF members, and in public reports.

If you do wish to be contacted by other FAF members about funding opportunities that align with your priorities, who is the preferred person to contact?

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What is this person's preferred email to be contacted by other FAF members?

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Is there anything else you would like to add?

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End of Survey