

We think this quantitative perspective is a useful component of our overall evaluation, but the estimates of equivalent animals spared per dollar should not be taken as our overall opinion of the organization's effectiveness, especially given that we choose not to account for some less easily quantified forms of impact in this section, leaving them for our qualitative evaluation.

Program	Direct Cost	% of Programs costs	Total Cost	Animals spared per dollar
Online Ads	\$151,129	32.4%	\$207,501	25.7
Grassroots Outreach	\$209,190	44.8%	\$287,219	4.1
Cage-free and Meatless Monday Campaigns	\$103,492	22.2%	\$142,095	14.6
Research	\$2,750	0.6%	\$3,776	
Total programs	\$466,561	100.0%	\$640,591	13.4
Overhead	\$174,030			
Total budget	\$640,591			

Note that all figures reflect an approximate budget, not final accounting categories. These figures are all based on the first three quarters of 2015.

Online Ads				
Online Ads Budget	\$207,501	video views	1,942,924	
Cost per video view	\$0.11	Animals spared per video view	2.8	estimated using our Online Ads Impact Calculator
Animals spared per dollar	25.7			

Grassroots Outreach				
Grassroots Outreach Budget	\$287,219	leaflets distributed	841,778	
		students reached through humane education	4,358	
Cost per person reached	\$0.34	Animals spared per		
		leaflet	1.4	estimated using our Leafleting Impact Calculator
		student	2.8	estimated using our Online Ads Impact Calculator
Animals spared per dollar	4.1			
via grassroots outreach				

We assume that humane education lectures are roughly as effective as online ads in terms of animals spared per student reached, as they target a similar audience and based on the inconclusive results of our study of humane education.

Cage-free and Meatless Monday Campaigns				
Cage-free and Meatless Monday Budget	\$103,492	hens out of cages yearly due to changes from Sodexo, Aramark, and Compass Group	3,000,000	
		estimated hens out of cages due to changes from other companies	2,000,000	
		number of years of impact considered for each commitment	5	
		equivalent animals spared per animal helped through cage-free corporate commitment	0.1	
		proportion of campaign THL is responsible for	0.6	
		equivalent animals spared	1,500,000	
Animals spared per dollar	14.5	schools adopting Meatless Monday	4	
via cage free campaigns		estimated meals affected yearly	100,000	
via meatless Mondays	0.08	animals spared per vegetarian person-year	18.8	estimated using our Leafleting Impact Calculator
total	14.6	animals spared per meatless meal	0.017	

Our estimate of meals affected yearly by the 4 schools adopting Meatless Monday policies is based on the schools' enrollment and estimated Mondays per year that they serve lunch.