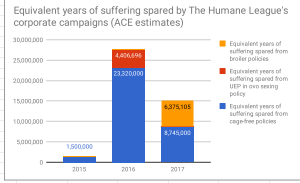
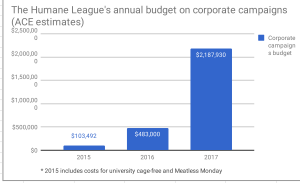
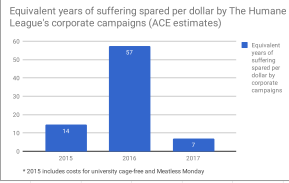
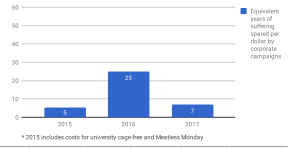


Year	Corporate campaign budget	Years of impact expected	Probability that groups will follow through on the pledges they made	THL's responsibility for changes for cage-free	Here affected yearly by cage-free policies THL was involved with	Proportional improvement in welfare due to cage-free policies	Equivalent years of suffering spared from cage-free policies	Equivalent years of suffering spared from cage-free policies	THL's responsibility for changes for UEP in ovo sexing policy	Male chicks affected yearly by UEP in ovo sexing policy	Proportional improvement in male chick welfare due to UEP policy	Here affected yearly by UEP in ovo sexing policy	Proportion of improvement for hens for ovo sexing	Equivalent male chicks spared for ovo sexing	Equivalent hens spared from UEP policy	Equivalent years of suffering spared from UEP in ovo sexing policy	THL's responsibility for changes for broilers	Broilers affected yearly by policies THL was involved with	Proportional improvement in broilers due to policy changes	Equivalent broilers spared from policies	Average years of life per broiler	Equivalent years of suffering spared from broiler policies	Equivalent animals spared by corporate policies	Equivalent animals spared per dollar by corporate policies	Equivalent years of suffering spared per dollar by corporate campaigns	Equivalent years of suffering spared per dollar by corporate campaigns
2015 [1]	\$103,492 [2]	5.0	1.00	0.6	\$,000,000	0.10	1,500,000	1,500,000	0.9	180,000,000	0.9	480,000	1.0	772,740,000	2,289,600	4,406,698	0.3	\$40,000,000	0.075	53,125,875	0.12	6,375,105	\$,500,000	14	1,500,000	14
2016 [3]	\$483,000	5.3	1.00	0.4	110,000,000	0.10	23,320,000	23,320,000	0.9	180,000,000	0.9	480,000	1.0	772,740,000	2,289,600	4,406,698	0.3	\$40,000,000	0.075	53,125,875	0.12	6,375,105	786,346,600	1,653	27,726,696	57
2017 [4]	\$2,187,930	5.3	0.75	0.4	110,000,000	0.05	8,745,000	8,745,000	0.9	180,000,000	0.9	480,000	1.0	772,740,000	2,289,600	4,406,698	0.3	\$40,000,000	0.075	53,125,875	0.12	6,375,105	61,870,875	28	15,120,105	7

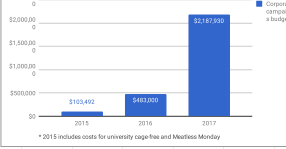


Year	Corporate campaign budget	Years of impact expected	Probability that groups will follow through on the pledges they made	THL's responsibility for changes for cage-free	Here affected yearly by cage-free policies THL was involved with	Proportional improvement in welfare due to cage-free policies	Equivalent years of suffering spared from cage-free policies	Equivalent years of suffering spared from cage-free policies	THL's responsibility for changes for UEP in ovo sexing policy	Male chicks affected yearly by UEP in ovo sexing policy	Proportional improvement in male chick welfare due to UEP policy	Here affected yearly by UEP in ovo sexing policy	Proportion of improvement for hens for ovo sexing	Equivalent male chicks spared for ovo sexing	Equivalent hens spared from UEP policy	Equivalent years of suffering spared from UEP in ovo sexing policy	THL's responsibility for changes for broilers	Broilers affected yearly by policies THL was involved with	Proportional improvement in broilers due to policy changes	Equivalent broilers spared from policies	Average years of life per broiler	Equivalent years of suffering spared from broiler policies	Equivalent animals spared by corporate policies	Equivalent animals spared per dollar by corporate policies	Equivalent years of suffering spared per dollar by corporate campaigns	Equivalent years of suffering spared per dollar by corporate campaigns
2015 [5]	\$103,492 [8]	5.0	0.75	0.4	\$,000,000	0.85	592,500	592,500	0.9	180,000,000	0.9	480,000	1.0	579,555,000	1,717,200	3,305,022	0.3	\$40,000,000	0.075	\$3,125,875	0.12	6,375,105	560,017,200	1,222	12,050,022	25
2016 [7]	\$483,000	5.3	0.75	0.4	110,000,000	0.05	8,745,000	8,745,000	0.9	180,000,000	0.9	480,000	1.0	579,555,000	1,717,200	3,305,022	0.3	\$40,000,000	0.075	\$3,125,875	0.12	6,375,105	560,017,200	1,222	12,050,022	25
2017 [8]	\$2,187,830	5.3	0.75	0.4	110,000,000	0.05	8,745,000	8,745,000	0.9	180,000,000	0.9	480,000	1.0	579,555,000	1,717,200	3,305,022	0.3	\$40,000,000	0.075	\$3,125,875	0.12	6,375,105	61,870,875	28	15,120,105	7

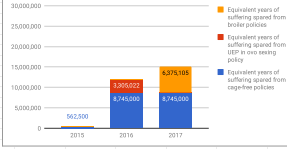
Equivalent years of suffering spared per dollar by The Humane League's corporate campaigns (ACE estimates, adjusted)



The Humane League's annual budget on corporate campaigns (ACE estimates)

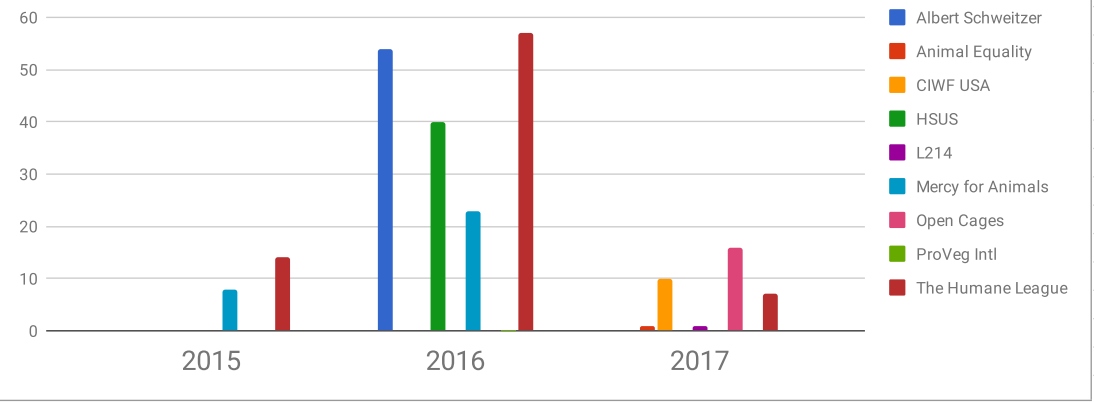


Equivalent years of suffering spared by The Humane League's corporate campaigns (ACE estimates, adjusted)

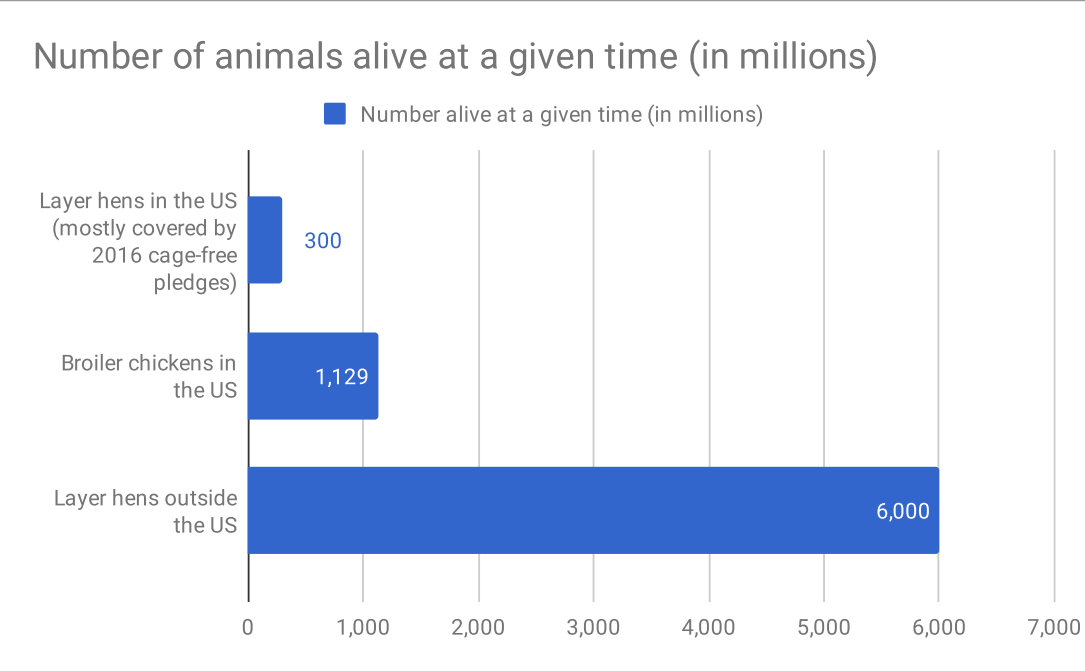


Year	Albert Schweitzer	Animal Equality	CIWF USA	HSUS	L214	Mercy for Animals	Open Cages	ProVeg Intl	The Humane League
2015						8			14
2016	54			40		23		0	57
2017		1	10		1		16		7

Equivalent years of suffering spared per dollar by corporate campaigns and corporate engagement (ACE estimates, not adjusted)



Animal	Number alive at a given time (in millions)		
Layer hens in the US (mostly covered by 2016 cage-free pledges)	300		
Broiler chickens in the US	1,129		
Layer hens outside the US	6,000		



[1] only the first 3/4 of 2015 <https://docs.google.com/spreadsheets/d/1ZV5deXLL8jCtgpOvSj1LpbgTG9PE1k8qzm9zwt5AawE/edit?usp=sharing>

[2] includes meatless Mondays too

[3] <https://www.getguesstimate.com/models/7371?token=kbo6OAtzh3vHqhgMLFUDtqPtQ6tB3CdPapTJK38x2zi3jcuaiuNenqfASSz5VKcWofgSJEp8NXJg24JnpQ5PtA>

[4] https://www.getguesstimate.com/models/9604?token=CkrbzIMlrVv6XJOuZ3wmLJwtnkJoD2aIY79V6DuAe3Wk5t0WP-q4O5Eu9eDuL-jzqz5w1I_YARjtTakfkWesA

[5] only the first 3/4 of 2015 <https://docs.google.com/spreadsheets/d/1ZV5deXLL8jCtgpOvSj1LpbgTG9PE1k8qzm9zwt5AawE/edit?usp=sharing>

[6] includes meatless Mondays too

[7] <https://www.getguesstimate.com/models/7371?token=kbo6OAtzh3vHqhgMLFUDtqPtQ6tB3CdPapTJK38x2zi3jcuaiuNenqfASSz5VKcWofgSJEp8NXJg24JnpQ5PtA>

[8] https://www.getguesstimate.com/models/9604?token=CkrbzIMlrVv6XJOuZ3wmLJwtnkJoD2aIY79V6DuAe3Wk5t0WP-q4O5Eu9eDuL-jzqz5w1I_YARjtTakfkWesA