TOP 16 SUCCESSES OF 2016
Dear Friends,

For Mercy For Animals, 2016 was a year filled with sweet successes, and I know you’ll find immense inspiration and triumph in the 16 we’ve highlighted here. After all, you were part of every one. The accolades we received, ambitious campaigns we won, and millions of hearts we opened by spreading our message of compassion: These are achievements under your belt.

The statistics below are staggering, but they’re more than numbers. As you read this, note the critical fact presented on page 7: Every single dollar you gave in 2016 spared one animal a lifetime of misery on a factory farm and improved the lives of 111 others.

Imagine one of those animals. Perhaps he’s a chicken, who will not be thrust upside down into metal shackles or cry out in pain as his throat meets a sharp blade. Or perhaps she’s a hen, who will never know the agony of feeling her body and mind slowly waste away in a cramped cage. In funding our work, your dollars spare them—and many more—from suffering.

Just as every hen’s life matters to her, every life we’ve spared matters to us. As our numbers grow and our reach broadens, we remember that the animals we spare are not feathered figures. We’ll carry this with us in 2017 and always, and with your support, we’ll create the world they deserve—the one we envision in our sweetest dreams.

With gratitude,

Nathan Runkle
President

BY THE NUMBERS 2016

80 MILLION egg-laying hens no longer suffering in battery cages

680 MILLION chickens no longer shackled, shocked, and cut open alive at slaughterhouses

8 undercover investigations released

21 animal cruelty charges filed

14 animal cruelty convictions

3.8 BILLION impressions of MFA’s pro-vegan content on Facebook

273 MILLION online video views

7.1 MILLION Facebook followers

1.7 MILLION pledges to go vegetarian

1.5 MILLION pro-vegan leaflets distributed

4,263 newspaper, television, and radio stories about MFAs work generated

FINANCE 2016

INCOME $11,729,128
NET ASSETS $11,257,258
EXPENSES $6,845,739

MFA uses income-based budgeting, using the prior year’s revenue to determine the current year’s expenses. We will immediately mobilize 2016’s revenue increase in the 2017 expense budget as we continue to expand our programs.

Final figures based on our 2016 audit will be provided at MercyForAnimals.org when available.
Received recognition as a **top charity** for effectiveness from Animal Charity Evaluators for the fourth year in a row

“Overall, we find MFA to be an exceptionally strong organization because of their demonstrated willingness to adjust their programming to seek maximum effectiveness.”

—Animal Charity Evaluators

**FEATURED DONORS:**

**SHIRLEY & BUD COFFEY**

Shirley Coffey wasn’t afraid to walk up to a group of Washington crab fishers and have a conversation about how they were mistreating crabs as she witnessed them haul the animals onto the docks from the boat.

No animal was too small for Shirley’s compassion. Flies were not swat at, but let outside.

Shirley was spirited and smart. Bud, her husband, was more reserved but used his influence and spare time to lobby for animal protection laws. The two fiercely loved a white poodle named Kelsey.

Before they passed away, Bud and Shirley reflected deeply on the legacy they wished to leave. They determined their passion and hearts had always been with animals.

Shirley tirelessly researched animal protection organizations, focusing on their effectiveness and the number of animals impacted by their work. This focus led Shirley to bequeath a generous $800,000 to Mercy For Animals.

As she received hospice care, Shirley recognized that she wouldn’t see the funds used but said her heart would always be with MFA’s brave investigators. She really wanted them to know that.
Surpassed half a million online views of aerial footage from MFA drones of never-before-seen environmental catastrophes caused by massive factory farms

Released eight undercover investigations, including MFA’s first investigation in Mexico, which revealed heartbreaking animal torture and amassed more than 25 million online video views

MFA’S HIDDEN HEROES

When Sarah enters a facility not knowing what horrible scenes will unfold before her, she thinks about how her work will make others aware of animal suffering. She knows that images she captures have the power to influence someone’s perspective and inspire action. And these individual changes added up will transform the world for animals. That’s a tremendous thing.

Sarah became an MFA undercover investigator out of a strong desire to do more to protect farmed animals.

“The animals people eat are some of the most abused and least protected,” Sarah says. “They also suffer on such a massive scale.”

Documenting the torture and neglect of farmed animals is heartbreaking and haunting work. But MFA’s undercover investigations impact the lives of millions of animals each year.

The footage can advance animal protection legislation, forge improved corporate animal welfare policies, and influence countless people to adopt compassionate lifestyles.

It’s this progress that gives Sarah hope on her toughest days.
Busted animal abusers, including Canada’s leading dairy factory farm and its owner—the first factory farm and owner to be convicted of animal cruelty for acts of their employees following an undercover investigation by an animal protection group.

Pushed Perdue, one of the largest U.S. poultry producers, to greatly improve the lives of nearly 680 million birds each year through the most far-reaching animal welfare policy ever adopted by a major chicken producer—a commitment to ending the horrific suffering caused by dumping, shackling, shocking, and slitting the throats of conscious animals.
Persuaded over 100 major companies and brands, including McDonald’s, Burger King, and Subway, to demand their suppliers stop cramming hens into tiny wire cages.
IN 2016, FOR EACH DOLLAR DONATED TO MERCY FOR ANIMALS:

111 farmed animals will suffer less because of corporate commitments we won and at least one animal will be spared a lifetime of misery on a factory farm due to dietary change we inspired.

“Serious donors look at the evidence to ensure their giving does the most good. There’s no doubt in my mind that MFA is a world-class charity with the highest ethical and professional standards. Your donation is guaranteed to help the most animals possible and have an immediate impact.”

CHARLES THOMAS

MORE THAN

- 99.6% of animals used and killed in the United States are farmed animals,
- while just 0.8% of all donations to animal charities go to organizations focused on farmed animals.
Inspired nearly 2 million people around the globe to pledge to go vegan

Taught millions of people how to cook vegan through our online recipe videos

Provided one-on-one support to more than 30,000 people, helping them transition to a vegan diet
Racked up more than 270 million views of pro-veg viral videos encouraging people to choose kindness over cruelty.

Spread our message of compassion far and wide to nearly 4 BILLION people on Facebook.

Expanded our reach to billions more people by getting to work in India, China, Brazil, and Mexico.
Produced Circle V, the world’s first all-vegan music festival, inspiring thousands of people to consider the plight of farmed animals

A collaboration of music icon Moby, No Doubt’s legendary Tony Kanal, Goldenvoice (Coachella, Desert Trip), and Mercy For Animals, the all-day Circle V festival celebrated animal rights and showcased the best of the best vegan food vendors, fun retail pop-ups, and a lineup of speakers featuring the most prominent animal advocates and experts in the movement. All proceeds from the event benefited MFA.

“Science shows us that two of the most reliable causes of happiness are living a meaningful life and living a generous life. My involvement with Mercy For Animals, as both a donor and an activist, has provided me concrete evidence that it isn’t only the animals who benefit from my living more compassionately and giving more generously; I am the chief beneficiary.”

—Ari Nessel

“I have supported Mercy For Animals for many years, and every day I am impressed by their achievements, their ability to continually evolve and change to ensure they are helping the most animals possible, and their work to create a new, dynamic future for food. The Greenbaum Foundation will proudly support the work of MFA for many years to come.”

—Jim Greenbaum
The Good Food Institute supports entrepreneurs working to replace conventional animal products with plant-based alternatives and clean meat. Real meat grown outside an animal, clean meat eliminates the need for factory farming and slaughter.

GFI has hit the ground running. Its powerhouse team of researchers, scientists, and policy experts has already catalyzed game-changing companies and drawn national media coverage to a brighter future of food.

Launched The Good Food Institute, which will ensure the future of meat is vegan.

GFI has hit the ground running. Its powerhouse team of researchers, scientists, and policy experts has already catalyzed game-changing companies and drawn national media coverage to a brighter future of food.

PROVIDING STRATEGIC SUPPORT TO COMPANIES

GFI works with both start-up and established companies to ensure marketplace success for products that are disrupting the current system.

FOSTERING THE NEXT GENERATION OF INNOVATORS

GFI connects food scientists, students, culinary experts, and entrepreneurs with opportunities in the academic and nonprofit sectors.

EDUCATING INSTITUTIONS

GFI educates grant-making institutions, corporations, and governmental bodies about plant-based and clean meat R&D as a critical component of endeavors related to sustainability, climate change, and global health.

PROMOTING PLANT-BASED PRODUCTS

GFI works with restaurants, grocery stores, and foodservice companies to increase availability of the best plant-based options on menus, in grocery stores, and in cafeterias.
LEAVE A LEGACY
OF COMPASSION

Memorialize a lifetime of kindness when you include Mercy For Animals in your estate plans.

MERCY FOR ANIMALS

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