A message from our executive director

“Racial reckoning.” “Social unrest.” “Unprecedented pandemic.” How many times have we heard these newly developed cliches about 2020? How many more will we continue to?

Yes, last year was wretched, for nearly all of us. And yet. And yet our world is in a moment of transition, awakening, revitalization, and our work is part of the solution.

In the wake of George Floyd’s murder and the ensuing #BlackLivesMatter protests, we saw more progress on racial equity in society—and in the animal rights movement—than ever before. Between June and August 2020, Encompass received more requests for work than we had in the entire period leading up to that moment, beginning with our founding in 2017. I chronicled my thoughts in this Encompass Essay, where I detail why the surge of interest in racial equity work gives me hope—and pause—about the animal protection movement’s quest toward antiracism.

While I firmly believe we are making progress, the terror of white supremacy and racial injustice will continue until we take transformative steps across all systems and institutions. Animal advocates, in particular, need to step up our work for racial justice in our quest to build a bigger movement and advance animal liberation.

2020 brought many challenges and achievements. I’m proud of the work we did and continue to do each and every day. Thank you for supporting us and taking a moment to relish in our accomplishments.

For the animals and the people who fight for them,

Aryenish Birdie, M.A.
Founder and Executive Director
Encompass at a glance

Encompass is a nonprofit organization working to increase effectiveness in the animal protection movement by cultivating racial representation, equity, and interdependence while empowering Black, Indigenous, and other advocates of the global majority. We envision an animal protection movement operating at its fullest potential because it reflects a globally diverse population and embraces a culture of equity.

Our approach

Pursuing racial equity is not just the right thing to do. It is central to achieving our vision of a world where animals are treated with compassion and respect. Racial inequity in our movement limits our people-power, stunts our growth, hinders creativity and innovation, decreases productivity, causes burnout, and exacerbates racism in society more broadly.

When our movement embraces racial equity, we will see our impact amplified. Our advocates will thrive in workplaces that remove structural barriers that cause inequity and offer them the tools they need to contribute at the highest level. Our programs must reflect the world we're working to change so we can attract the brightest, most talented advocates to our cause.

Our priorities

Our 2020 Strategic Plan articulated the following goals.

- Host one Racial Equity Institute with 30 participants
- Engage two to three new organizations in Transformational Consulting
- Engage two to three new organizations with our Racial Equity Assessment
- Serve 100 advocates through a webinar series with 30-40% engagement per event via our Global Majority Caucus
- Serve 20 advocates through a mentorship program
- Launch a Talent Database with a goal of having 100 advocates in 2020 and 10 career-building matches
- Begin development on a State of the Movement report
- Hire a part-time administrative assistant

Racial Equity Institutes

In March, we hosted our inaugural Racial Equity Institute right as the COVID-19 pandemic was starting in the U.S. We knew that our two-day event originally planned for Los Angeles, California could not move forward in person, so we swiftly transitioned the training to Zoom. Due to the success in March, we hosted a second event in October. Here's an overview:
Cumulative attendance: 66 senior leaders (26 of whom were senior leaders) and staff from 28 animal advocacy organizations and foundations; 42 white folks, 24 people of the global majority
8 scholarships offered for people of the global majority; 3 accepted
13 organizational sponsorships
792 contact hours during the event
36 contact hours in two follow-up sessions

There is no question that there is racial inequity in our movement but there are so many questions about how to address it, what each of our roles are in that work, and how to justify that work in light of our mission to help animals. These questions can easily lead to paralysis. The Encompass Institute provided the evidence, talking points, and practical resources to break through that inertia into action.

—Daisy Freund, Vice President
Farm Animal Welfare, ASPCA

We also hosted a beginners training for 12 white philanthropists. This resulted in 72 contact hours during the event and 7 contact hours in follow-up calls. Our objectives were to:

1. Explore some of the ways racism operates in our society and in the farmed animal protection movement and how racial equity in organizations leads to increased innovation, collaboration, and stronger impact
2. Learn how to improve philanthropy by applying an anti-racist lens
3. Discuss how philanthropy can strengthen and grow the farmed animal protection movement through building effective, racially equitable organizations

In total, we had a 97% satisfaction rating for all three of our 2020 Institutes.
A wonderful outcome of the spring Racial Equity Institute was the collaboration with Our Hen House and Sentient Media to publish the *Encompass Essays: Pursuing Racial Equity in Animal Advocacy*. This collection of essays is written by farmed animal protection advocates who are committed to exploring and prioritizing racial equity as they work to create a more just animal protection movement.

In the fall, we announced that Lantern Books will be publishing an anthology of the collection in both hard copy and digital form—we will also be creating an audiobook. The anthology is titled *Anti-racism in Animal Advocacy: Igniting Cultural Transformation* and will be released September 2021. Here’s who has contributed:

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<thead>
<tr>
<th>Author</th>
<th>Essay (in order of publication)</th>
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<tbody>
<tr>
<td>Rachel Huff-Wagenbog, The Humane League</td>
<td>From Speaking Up for Animals to Becoming an Antiracist</td>
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<td>Brooke Haggerty, Faunalytics</td>
<td>Using Research and Data to Create an Inclusive Animal Rights Movement</td>
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<tr>
<td>Unny Nambudiripad, advocate</td>
<td>How My Cultural Identity Informs My Animal Advocacy</td>
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<td>Stien van der Ploeg</td>
<td>Wild Animal Initiative</td>
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<td>Michelle Graham</td>
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<td>Aryenish Birdie</td>
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<td>Michelle Rojas-Soto</td>
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<tr>
<td>Malina Tran</td>
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<td>Cailen LaBarge</td>
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<td>Dana McPhall</td>
<td>Institute for Humane Education</td>
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<td>Jamie Berger</td>
<td>Mercy For Animals</td>
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<td>Christopher &quot;Soul&quot; Eubanks</td>
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<td>Shayna Rowbotham</td>
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<td>Mikaela Saccoccio</td>
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<td>PJ Nyman</td>
<td>Mercy For Animals</td>
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### Organizational consulting

We met with 18 organizations to discuss how Encompass can support their racial equity goals.

- 3 organizations signed up for our racial equity assessment, 1 of which was completed in 2020
- 3 organizations signed up for our longer-term, transformational consulting services which are continuing into 2021
- 1 organization sought our ad-hoc services for an isolated, emergent need
- 1 individual sought our one-on-one coaching
In addition, we completed phase 1 of transformational consulting with one major animal protection group and they will continue to phase 2 in 2021.

**More about our racial equity assessment.** Our assessment process offers a macro view of your organization’s strengths, areas for improvement, and next steps for future racial equity work. We produce an internal report explaining findings and issue an internal racial equity scorecard.

**What are our transformational consulting services?** We offer in-depth racial equity consulting designed to create a lasting culture of equity. We typically work with organizations for 11-24 months in three consecutive phases. This level of commitment is ideal to build momentum and create meaningful transformation and improvements.

**Global Majority Caucus**

Encompass empowers advocates of the global majority by cultivating our innate leadership potential, providing resources and support, and building a stronger community so we can thrive and propel the whole movement forward.
In 2020, we saw the caucus grow from 80 members in 14 countries to **129 members in 23 countries**.

**We hosted 12 virtual leadership skills training and personal resiliency events** including:
- Your relationship to money
- Digital media literacy
- Building your self-care toolkit
- And 4 community building events

**In total, we reached 52 participants with 1,287.5 contact hours.**

**Thought leadership**

- We partnered with Mercy For Animals to produce [this](#) 3-minute video about our work

- **We made appearances in—or authored—7 articles, including:**
  - Civil Eats; *Is the Vegan Movement Ready to Reckon with Racism?*
  - Species Unite; *Meet The Organization Making The Animal Movement More Inclusive*
  - Tenderly; *Aryenish Birdie is Building a More Inclusive Animal Rights Movement*
  - Live Kindly; *5 Ways to Help Make the Vegan Movement More Racially Equitable*

- **We had 9 speaking engagements, including:**
  - Harvard Law School’s Animal Law & Policy program; *Applying a racial equity framework to animal protection work*
  - SF Vegan Tech; [Black vegans speak](#)
  - NYC Bar; *Racial diversity, equity and inclusion in the animal rights movement*
  - Animal Advocacy Conference Asia; *Building your leadership presence: Showing up for yourself and others*

- **We conducted 8 webinars, including:**
  - Womxn Funders in Animal Rights and Farmed Animal Funders; *The role of philanthropy in creating a racially equitable animal advocacy movement*
  - Animal protection movement; *How White Vegans Can Support Anti-Racist Efforts*
  - Sentient Session (hosted by Sentient Media); *Collaboration and Activism*  
    - Featuring advocates from racial justice, farm work rights, and animal protection

- **Aryenish was featured on 6 podcasts, including:**
  - Species Unite
  - The ChickPeeps with Evanna Lynch

**Where we fell short**

We always give ourselves ambitious annual goals so that we’re pushing ourselves and the movement forward. In the spirit of full transparency, we’re sharing the three areas we fell
short in 2020—this was largely due to the unexpected interest in our work over the course of the summer:

- Beginning development on a State of the Movement report
- Launching our Talent Database
- Serving 20 advocates through a mentorship program

The research report and talent database were both delayed by a couple months, however, we successfully launched both projects in January 2021.

As for our mentorship program, we decided to alter this program and transition it to what we now call our Executive Development Program. This is a cohort where we serve Black, Indigenous, or advocates of the global majority who are more advanced in their careers or those who are launching efforts to get the specialized skills they need. We go over some of the most pressing items founders face including: the ABC’s of nonprofit management, fundraising, goal setting, and more. We launched this program in March 2021.

**Fundraising**

**Revenue generation**
- We secured $44,620 in revenue from organizational consulting (long-term, short-term, ad hoc), training and coaching. $3,745 more than we had projected.

**Development**
- We raised $362,038 in 2020. $142,038 more than we had projected. We attribute this significant overachievement to increased appreciation for racial equity work in 2020.
- We obtained a $21,647 PPP loan, an unplanned source of income and we applied—successfully—for forgiveness.

**Operations**
- We hired one part-time Executive Assistant, Amy Luebbert, in August; with hours increasing to full-time in 2021.
- We worked with three ad-hoc racial equity consultants on a project basis and will continue to work with consultants to further our mission in 2021.
- We launched our refreshed website and began working with a new fundraising platform to reduce fees.

**Governance**
- Unny Nambudiripad joined our board of directors in August and brought with him immense fundraising expertise.
• Eight of our Advisory Council members renewed their commitment and three additional people joined us: Doris Quintanilla, Jasmin Singer, and Paul Gorski. Check out the bios for our board of directors and advisory council members on our website.

Why Encompass?

At Encompass we envision a thriving, effective animal protection movement where:

• Leadership teams reflect the racial makeup of our society and are skilled at talking about race, racism, and their effects on animal advocacy—and translating knowledge into action
• Our movement's programs are culturally responsive and explicit about how factory farming harms human and nonhuman animals—and disproportionately harms people of the global majority
• Our organizations' budgets reflect our values and our devotion to racial equity. We prioritize continuous improvement and have clear and transparent accountability measures.

Help us create a more powerful, effective, and resilient animal protection movement. Your donation makes all the difference for animals and the people who fight for them.

THANK YOU!

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