



African Landscape Research Report

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Landscape research report



Findings from funders

This is a research report about our conversations with funders to understand their thoughts on the African animal advocacy landscape, and to gauge their interest in channelling more funding towards the African animal advocacy scene. We interviewed eight funders who are financing animal advocacy in Africa and beyond. These included those who identify both as Effective Altruism (EA) funders and non-EA funders. This report forms part of the wider landscape [report](#) we conducted where we interviewed African animal advocacy organisations, individual advocates and experts.

For questions about the content of this research, please contact Lynn Tan at lynn@animaladvocacyafrica.org.

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Animal Advocacy Africa

AAA is a capacity-building program which aims to develop a collaborative and effective animal advocacy movement in Africa by assisting and empowering other animal advocacy organisations and advocates to be as impactful as possible in their advocacy efforts.

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Limitations

This report is not representative of all funders. We are merely reporting what funders mentioned when we interviewed them and did not evaluate the validity of their claims. Besides the general limitations reported in our main [landscape report](#), some funders acknowledged having a limited understanding of the African animal advocacy movement, so we would caution against placing too much weight on these funder views alone.

Funders' interest in supporting African animal advocacy work

Six out of eight funders indicated an interest in channelling more funding to African animal advocacy work. However, funders have reservations about doing so considering the lack of information about funding opportunities that are promising, in addition to the more general knowledge gap when it comes to understanding the most effective type of intervention in Africa. These concerns are significant when considering the challenges of Africa's animal advocacy landscape. Further information is needed about:

1. Existing local organisations:

- Their programs and interventions (and reasons for choosing those programs/interventions).
- Their geographic reach.
- Organisational budget and room for more funding.
- Organisational size/capacity.
- Organisational track record and future potential.
- Lead contacts.
- Capacity for re-granting (if organisations themselves lack room for more funding).

2. The state of animal welfare in Africa:

- The degree to which animals suffer and are exploited in different areas.
- The state of animal agriculture on the continent at both regional and national levels - current farming practices, the scale and likely trajectory of factory farming, external factors that affect industry growth for intensive animal agriculture such as international trade and foreign investments, geographic regions where industrial agriculture is growing most rapidly, whether preventing the industry growth through the establishment of new factory farms on the ground seems likely, and if so, which interventions and organisations are strongly suited to prevent this.
- The legal aspects that protect animal welfare and the degree to which animal policies are enforced.
- Social factors such as economical, geographical, cultural, and religious factors that affect perceptions, behaviours and attitudes towards animals, for example, the treatment of animals in rural vs. urban settings.
- The interaction, or link, between other social issues such as food insecurity and poverty affecting animal welfare.

3. Potential interventions:

- Interventions that are effective, tractable and repeatable.
- Interventions that have previously been tested and failed (and why).



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4. The current and future talent pool (to a lesser extent):

- The number of animal advocates.
- The potential for developing new animal advocates from individuals already in the animal protection space - particularly those looking to develop their own impactful animal advocacy organisation

Understanding the above information is key to increasing the effectiveness of animal advocacy in Africa. Our [interviews](#) with African animal advocacy organisations and advocates aimed to answer these questions raised by funders. Questions we did not address were added to our [research agenda](#).

Funder Preferences:

Recently granted funding

Most funders think the African animal advocacy space receives a lack of funding relative to the number of animals, but not relative to the number of funding opportunities or the number of applications funders receive from African animal advocacy organisations compared to other regions of the world. In particular, there is limited funding that extends beyond wildlife conservation work. The lack of funding could be attributed to funders' reservations about the work of animal advocacy organisations in Africa for reasons already mentioned, and the belief that they cannot have as much of an impact on African animal advocacy as they could have on animal advocacy in the rest of the world. Some funders believe other bottlenecks are more significant than funding. We are seeing an emerging movement in Africa and many funders do not view it as yet mature enough for interventions to be cost-effective or impactful. Movement building, in general, is a potential solution; more specifically the capacity & skill-building or scaling-up of existing organisations, and waiting for more promising ventures to be founded.

In the past few years, the largest number of grants awarded to African organisations by a single funder is 50. The funder acknowledged that this is considerably lower than in other regions. The remaining funders granted funds to between 2 and 10 animal advocacy organisations in Africa.

The exact nature of interventions, focus areas and amount of funding granted differs from funder to funder. Some funders provide smaller pre-seed capital; others provide larger grants. Some favour highly selective organisations that focus their operations on specific animal protection issues; others are indifferent.

Farmed animals vs. other animals

A widely cited reason for not funding farmed animal work is the smaller scale of factory farming outside major metropolitan areas. This is the case for the majority of African countries apart from South Africa, Kenya and a few others. As industrialised animal agriculture in most African countries has not reached the same magnitude as its Western counterparts, many existing animal advocacy organisations in Africa also do not focus on farmed animals.

Nonetheless, some funders believe that funding farmed animal advocacy in Africa while the scale of factory farming is low is still valuable in strengthening the movement and building positive welfare



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structures. Early interventions can slow or halt the growth of intensive industrialised animal agriculture - possibly preventing factory farming from becoming the status quo.

Outside of EA sources, there is more funding for wildlife conservation and companion animals. EA funders are generally more sympathetic towards farmed animal work and to a lesser degree wild animals, than working or companion animals. Some funders prefer drastic abolitionist approaches. These approaches may include promoting plant-based alternatives and grassroots vegan campaigning to reduce animal consumption. However, most funders, particularly within EA circles, fund welfarist initiatives regarding farmed animals. More funding goes towards cage-free campaigns than campaigns focused on vegan outreach or plant-based policy.

Further preferences

- Interventions that are led by indigenous leaders who bring valuable local knowledge and can apply it effectively in problem-solving.
- Interventions that are outcomes-focused with specific, measurable deliverables.
- Most funders do not focus on any one region or country. More crucial to them is extrapolating the exact nature and tractability of local interventions, and organisational track record.

Measurement of impact:

We asked funders what an effective metric for tracking the progress of grantees would be. Some of those mentioned are listed below:

In the short term:

- Legislative change.
- Institutional change.
- Number of new organisations.
- Number of talented advocates interested in starting new organisations or in working for existing organisations.

In the long term:

- Degree of suffering averted:
 - Number of animal lives improved or prevented from suffering
 - Number of days of life has improved.

Generally, funders are keen to receive more applications from African organisations. We recommend understanding the specific requirements set out by each funder and tailoring applications appropriately.

Footer

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