



Mapping the Charitable Funding Landscape for Animal Welfare in Africa

Insights and Opportunities for Farmed Animal Advocacy



This is a research report about the charitable funding landscape for animals in Africa, providing detailed insights to support decision-making and potentially redirect resources towards more neglected and higher-impact farmed animal projects in Africa.

For questions about the content of this research, please contact Moritz Stumpe at moritz@animaladvocacy.org.

We highly welcome feedback and encourage the idea of red-teaming or challenging the conclusions made in this report.

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Review

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Animal Advocacy Africa

AAA works to reduce and prevent the suffering of farmed animals by focusing on building the animal advocacy movement in Africa at a critical time: before animal farming practices become more intensive. We empower animal advocates who are interested in doing so by sharing knowledge, providing connections, and helping advocates build the skills to lead or work at impactful animal advocacy organisations.

Executive Summary

Industrial animal agriculture is rapidly expanding in Africa. Despite its substantial scale, farmed animal advocacy in Africa remains underfunded. This report aims to enhance transparency and understanding of the charitable funding landscape for animals in Africa, providing detailed insights to support decision-making and potentially redirect resources towards more neglected and higher-impact farmed animal projects in Africa.

Based on the funding records of 131 funders that we suspected might have funded African animal causes in the past, we created a database of 2,136 records of grants towards animal projects in Africa. This grant data allowed us to base our analysis on real-world data, which provides an important improvement to previous research, which was typically based on self-reported surveys with funders and/or charities.

We estimate at an 80% confidence level that the funders in scope for this analysis granted a total of USD 25 to 35 million to animal-related causes in Africa in 2020. These grants had substantially increased from 2018 to 2020.

Funding for animal causes in Africa shows interesting patterns that contrast, to a certain extent, with trends observed in the animal advocacy movement globally. Wild animal and conservation efforts receive the most funding. Notably, the projects in this category do not follow the wild animal suffering approach typically discussed in Effective Altruism, but have a more traditional conservationist focus. Working animals are the second most funded animal group, reflecting their significance in Africa. This is a strong contrast to the focus on companion animals in wealthier societies, which only receive a very minor share of funding in Africa. Farmed animal projects also account for a very small share of overall funding. We are 80% confident that the funders in scope for this analysis granted between USD 0.2 and USD 1.0 million to projects helping farmed animals in Africa in 2020.

The most relevant intervention types for farmed animals in Africa were plant-based outreach, education, and food provision programmes, along with corporate outreach. Wild animal and conservation funding focused strongly on capacity building and public outreach, including interventions like educating local communities on conservation issues and combating illegal poaching. Working and companion animals were almost exclusively supported via direct help and public outreach, usually targeting animal owners and improving the care for their animals.

Kenya, the DR Congo, and South Africa emerge as key countries in funding distribution. South Africa stands out for its significant funding towards companion and farmed animal projects, likely influenced by its more developed economy and farming sector. Kenya leads in working animal funding, while the DR Congo focuses almost exclusively on wild animal and conservation efforts. This regional differentiation underscores the varying priorities and needs in animal welfare across African countries.

Looking at the farmed animal landscape in more depth, we observe a significant increase in funding, particularly from 2020 onwards. The report also reveals a strong and growing concentration of African farmed animal advocacy funding among a few major EA-aligned funders, underscoring the EA movement's crucial role for the cause. Major funders like Animal Charity Evaluators, Effective Altruism Funds, the ProVeg Grants Program, and The Humane League / Open Wing Alliance have significantly ramped up their contributions in recent years. Despite these increases, farmed animal advocacy remains underfunded, with an estimated total amount of USD 1.5 to 3 million in 2022. A variety of major players in the farmed animal advocacy movement thus call for a stronger focus on neglected regions like Africa.

We found 83 organisations that received some funding for farmed animal work in Africa by the funders in scope in 2015-2022. Notably, our own organisation, Animal Advocacy Africa, despite being relatively new and small, has received a significant share of total African farmed animal funding. This highlights the low overall funding levels in this sector.

We have had interactions with most of the organisations in the top 30 farmed animal grant recipients. Some have been part of our capacity-building programme, others only took part in our pilot programme, while others only engaged with us in other capacity (e.g. for research purposes). We played a role in some organisations securing significant grants in the farmed animal space and suspect that our work at least somewhat contributed to the increase in funding towards farmed animal advocacy in Africa.

Overall, we hope that this report can help us and other stakeholders to more rapidly and effectively build the farmed animal advocacy movement in Africa. We aim to use and amplify the growing momentum identified in this report and call on any individual or organisations interested in contributing to this cause to contact us and/or increase their resources and focus dedicated towards farmed animal welfare in Africa.

1 Introduction

1.1 Motivation

Industrial animal agriculture is expanding rapidly in Africa, with the continent projected to account for the largest absolute increase in farmed land animal numbers of any continent between 2012 and 2050 ([Kortschak, 2023](#)).

Despite its vast scale, the issue is highly neglected by charitable funding. Lewis Bollard ([2019](#)) estimated that farmed animal advocacy work in Africa received only USD 1 million in 2019, less than 1% of global funding for farmed animal advocacy. Farmed Animal Funders ([2021](#)) estimated funding to Africa at USD 2.5 million in 2021, a significantly higher but still very low amount. Accordingly, activists and organisations on the ground cite a lack of funding as the main bottleneck for their work ([Tan, 2021](#)).

Since 2021, Animal Advocacy Africa (AAA) has actively worked towards strengthening the farmed animal advocacy movement in Africa, with some focus on improving funding. **With this report, we aim to understand the funding landscape for farmed animal advocacy in Africa in depth, identifying key actors, patterns, and trends.** Notably, we focus on charitable grants and exclude any government funding that might be relevant as well. Our research aims to build transparency and enhance information on what is being done to help animals in Africa, which can help various stakeholders to make better decisions. While we focus on farmed animals, we also provide context on other animal groups. **We hope that the findings from our analysis can contribute to funders shifting some of their resources from less neglected and potentially lower-impact projects to more neglected and potentially higher-impact ones.**

1.2 Research questions and hypotheses

In order to achieve these goals, we focused on the following **research questions**:

1. What is the current funding situation towards projects helping animals in Africa?
2. Who are the major funders contributing to these projects?
3. What is the total amount of funding allocated to this cause?
4. How is funding distributed across various categories of projects, especially across animal groups?
5. How is funding distributed geographically?
6. What does the funding landscape look like specifically for farmed animal advocacy?

Prior to investigating these questions, we had some specific **hypotheses** that we wanted to test. These hypotheses and their rationale were as follows:

1. The overall funding for farmed animal advocacy in Africa is relatively low, possibly ranging between USD 1 and 2 million in 2022.
 - We were interested in validating previous estimates by Lewis Bollard ([2019](#)) and Farmed Animal Funders ([2021](#)), understanding how neglected farmed animal advocacy in Africa still is.
2. Funding towards farmed animal projects in Africa has been growing over the last years, especially from funders associated with Effective Altruism (EA).



- We have observed increased attention towards the African animal advocacy landscape and have helped a variety of organisations secure grants for their farmed animal work. We wanted to test whether our impression that the movement in Africa is gaining momentum was right.
3. South Africa is the major recipient of funding for farmed animal work.
 - Due to its relatively industrialised economy and large population ([World Bank, n.d.](#)) as well as its high animal protein consumption per capita ([Our World in Data, n.d.](#)), South Africa's animal farming system is more similar to that of countries in Europe and North America than that of other African countries. We thus expected South Africa to be less neglected in terms of funding for farmed animal advocacy. This would support our perspective that most funding for farmed animal causes is aimed at addressing current industrial animal agriculture instead of preventing its emergence, the cause that we are focusing our efforts on ([Kortschak, 2023](#)).
 4. Projects focused on companion animals and wild animals / conservation receive the majority of funding for animal projects in Africa.
 - Animal Charity Evaluators ([2024](#)) reports that companion animals heavily outperform farmed animals in terms of funding. We also expected wild animal and conservation work to receive substantial funding amounts in Africa, due to the continent's iconic fauna. This hypothesis being true would underline the neglectedness of farmed animal advocacy in Africa.
 5. Funding for companion (and to a lesser extent wild) animal work primarily goes towards direct help for these animals (sanctuaries, veterinary services, etc.).
 - Helping individual animals directly is typically less cost-effective than addressing the root causes of their suffering. This hypothesis being true would underline that grants in the areas of companion and wild animals are less geared towards cost-effectively improving animal welfare.

These hypotheses are the main statements we wanted to examine, but they only cover a subset of the research questions formulated above. As such, the analysis in this report goes far beyond these hypotheses and provides many further insights that we hope can be useful to various stakeholders.

2 Methodology

2.1 Associated material

To be fully transparent, we have created [an online folder that contains all of the input data, Python code, and output files related to this report](#). Throughout the text, we will refer interested readers to the relevant material available there.

2.2 Data basis

As a basis for this research project, we used two databases of 131 funders in total that we had curated over the past years. These databases were used for our work at Animal Advocacy Africa to strengthen the funding capacities of African animal advocacy organisations. One database was [an Airtable with publicly available funding opportunities](#), the other one an internal spreadsheet with more private funders (who typically do not have open calls for applications). **We are 80% confident that the funders included in these two databases accounted for more than 50% of the charitable funding to animal projects in Africa¹** (read more about why and how to use subjective confidence intervals [here](#)).

Nevertheless it is important to note some **limitations** in the data used as a basis for this report. First, the set of included funders was almost certainly not representative of the whole funding landscape. It was very likely skewed towards English-speaking funders, especially those from the United States (U.S.) and the United Kingdom (UK), as these are the funders we have more likely come across in the past due to the international English-speaking nature of our work. As a result, our analysis might have undervalued funding from other parts of the world (e.g. continental Europe). This is especially true for French foundations that might have made substantial grants towards Francophone African countries. We have tried to point out such potential bias in our analyses wherever applicable.

Second, as mentioned before, the analysis focuses on monetary grants made by charitable foundations or organisations. We did not include institutional or governmental funding² as well as in-kind support³. Widening the scope to include these two further kinds of support for animal projects in Africa might have changed the findings of our analysis. However, the directionality and overall findings from our analysis should still hold true, as we do not expect these other kinds of funding to exhibit completely different patterns from those shown by the grants included in this analysis.

¹ Our reasoning for this estimate is as follows: We performed a sanity check for seven organisations for which we knew their organisational budget for the year 2022. We then checked this budget against the grants in our database for the year 2022 that were associated with these organisations. We found that the explicit amounts included in our database accounted for ~52% of these organisations' budgets. However, data was not available in detail for a variety of funders in our dataset (e.g. some grants could not be attributed to a specific organisation or year and for some funders we did not find public information on their grants at all - see [sections 2.2](#) and [2.3](#) for an explanation of these unknowns). This suggested that the actual share that our set of funders accounted for was substantially higher than the 52% we calculated, closer to 70 or 80%. In addition, we also had to account for the fact that our data coverage for these seven organisations was likely substantially higher than for other organisations, since all of them had at least some focus on farmed animals, which is our focus area as well. This led us to slightly adjust the expected share downwards.

² Examples for this would be funding provided by [the United States Fish and Wildlife Service](#), [the UK's Illegal Wildlife Trade Challenge Fund \(IWTCF\)](#), and [the African Academy of Sciences' EU-sponsored African Research Initiative for Scientific Excellence Pilot Programme \(ARISE\)](#).

³ This refers to non-monetary support that often includes the free provision of certain goods and services. Examples of this would be the support provided by [Project V.E.T.S.](#) and [IDEA WILD](#).

Third, data on past grants was not available for some funders. 19 of the 131 funders in scope for this analysis could not be included, as we did not find any sources for their past grantmaking data⁴. These funders represent unknowns that we had to consider in the estimates we made in our analysis. Interestingly, we also found 34 funders in our scope that we suspected might have funded African animal causes in the past, but for which we did not find any evidence of such grants. This was to be expected, as our databases also included long shots of funders whose scope generally permitted grants towards animal projects in Africa, but for which we knew that this was not their focus⁵. Excluding these funders and the five funders providing institutional/governmental funding and in-kind support mentioned above, **we were left with 73 funders for our analysis that had funded work to help animals in Africa in the past few years.** The full set of funders and the data that was available for each of them can be found in [this spreadsheet](#).

Fourth, and finally, we might have double-counted some grants in our analysis, as it is possible that some of the funders had received grants from another funder, which they then regranted. However, the impact of such grants on our analysis should be negligible, as we only included grants that went towards helping animals in Africa. It is unlikely for the first grant in such a “funding chain” to have entered our analysis, as it would probably not have been explicitly dedicated towards animal projects in Africa. Even if something like this happened, it should have only affected a very small number of cases, without a strong impact on our analysis and findings.

Acknowledging these limitations in the selection of funders and their data, we still think that the set of funders included in this analysis should have given us a solid basis for examining the funding situation for projects towards helping animals in Africa.

2.3 Data collection and coding

Taking this as a basis, we checked each of the funders for the grants they had made over the past years. We then curated a database of 2,136 grants that went towards helping animals in Africa. As sources, we used the funders’ websites and official publications as well as mandatory statements to the government.⁶ In some cases, funders also graciously provided us with detailed information that was not included in the public sources named above. This data collection was concluded in April 2023.⁷

While this approach sounds relatively straightforward, two important **challenges** emerged during data collection.

⁴ An example for this is [the National Lotteries Commission South Africa](#).

⁵ Examples are [Eat the Change](#), who almost exclusively focus on the U.S., or the [Roddenberry Foundation’s Catalyst Fund](#), which generally addresses pressing global challenges but is not aimed at animals or Africa specifically.

⁶ Official publications could for instance be the funders’ annual reports. Mandatory statements would be Internal Revenue Service (IRS) filings in the U.S. or annual returns, accounts and the trustees’ annual report in the UK. [ProPublica’s Nonprofit Explorer](#) (for the U.S.) and [the Charity Commission for England and Wales’ register of charities](#) (for the UK) proved invaluable for this exercise. By default, we always assigned the year that the filing’s fiscal year *ended* in as the year for that entry in our database. This might not always correspond to the actual year a grant was made in, as the fiscal year can be different from the calendar year. However, this is a necessary approximation we had to make. For the respective fiscal year, we also always did not include “grants approved for future payment”, since those should be captured by the subsequent year’s statement.

⁷ The publication of this report is significantly delayed, due to conflicting other projects and a lack of capacity to finalise the analysis and writeup. We considered updating the data collection and re-doing the analysis before publishing, but decided against this as the benefits did not seem to justify the effort. If this analysis proves helpful to people and there is interest for updated numbers, we might produce an updated (stripped-down) version.

First, data availability differed greatly between funders. On their websites or official publications, some funders openly published the funds they had made with detailed information like the year, amount, and purpose of the grant, while others only showed a list of grantees without such detailed information.⁸ Likewise, in their official filings, some funders showed a detailed list of grants including the organisation, amount, and purpose of the grant, while others only revealed aggregated funding figures per region or country.⁹ On top of that, data availability varied between funders in terms of time frames. While some funders' grant information was up to date (including data until 2022 or even 2023) and went back many years, other funders' public data was limited to only a few years or was not up to date.¹⁰ This issue was exacerbated by the fact that the effort for data collection varied greatly by funder. While some funders only made a small number of grants per year that could easily be checked and added to the database if applicable, other funders made such large numbers of grants, which we would have had to check and add manually, that we capped our efforts and restricted our scanning and data collection to a small number of years.¹¹ All of these differences between funders made it difficult to collect and store data in a coherent way that would allow for robust data analysis later. Our analysis in [section 3](#) explains in detail how we solved these issues. The full set of funders and the data that was available for each of them can be found in [this spreadsheet](#).

Second, it was at times difficult to decide which grants actually fell within our scope. The guiding principle for us was to include a grant when it was aimed at helping animals in Africa. This could sometimes be difficult to define for conservationist projects, as such work could either be focused on general nature conservation (e.g. general rainforest conservation) or directly helping certain animals (e.g. anti-poaching). We naturally included all grants to African organisations or individuals that were directed towards helping animals. However, we also included grants to projects that were directed from outside of Africa or organisations that were legally based outside of Africa, if we found a grant to be directed towards helping animals in Africa¹². As we were confronted with a vast amount of grants to scan through for the funders in scope, we could not check the purpose of every single grant in detail. Instead, we had to rely on some guardrails to decide whether a grant should be included in our database or not. Of course, we included grants that went to any African country and that we knew or could assume to be aimed at helping animals. But even if the exact purpose or target country was not known, we also included those grants where the receiving organisation's name or the grant description referenced African animals or related keywords¹³.

⁸ The [EA Funds](#) are an example of the former, while [Vegan Action](#) is an example of the latter.

⁹ The [Paul G. Allen Family Foundation](#) is an example of the former, while the [International Elephant Foundation](#) is an example of the latter.

¹⁰ Examples of the different cases are the [Mohamed Bin Zayed Species Conservation Fund](#) (whose database goes back to 2009 and includes the most recent grants), the [VegFund](#) (whose public grant archive only covers 2022), and the [Band Foundation](#) (whose IRS filings were only available up to 2020 at the time at which we performed the data collection).

¹¹ [Foundation Marchig](#) (whose relatively small number of grants are listed on a separate web page per year) is an example of the former, while the [Arcus Foundation](#) (where data was available for 2006 to 2023 in theory, but we restricted our data collection to the years 2019 to 2022 because of the large manual effort involved) is an example of the latter.

¹² An example for this is the international organisation [Helping Rhinos](#) that executes projects in Africa.

¹³ Examples of this are "African Wildlife Foundation" or "Bonobo Conservation Initiative".

This guideline served us well in the vast majority of cases, but tricky cases remained.¹⁴ Given the vast amount of grants we had to scan through and the sometimes fuzzy delineations of the grants' purposes, there will certainly be grants that we have wrongly included in or excluded from our analysis. **However, following the approach outlined above, the data we have collected should be very comprehensive (within the data we had access to) and representative of the grants made by the funders in scope. As such, the data should allow for robust analyses and we are confident in the validity and relevance of the overall findings presented in this report.**

In order to answer the research questions listed in the introduction, it was not sufficient for us to just compile a list of the amounts granted to African animal projects by each funder. Instead, we needed to set up a database that included detailed information on these grants, which would allow us to analyse funding patterns. Next to the obvious data points of funders and amounts, the dimensions we focused on were the recipient organisations and individuals, the year, month, or exact date of funding, a description of the grant purpose, as well as the countries, animal groups, and intervention types the funds were aimed at.

To fill up this database, we mostly used the information given in the primary sources that we used for data collection. We sometimes also used assumptions to close gaps in the database, but only if we had good reasons for doing so. For instance, we sometimes inferred from the recipient organisation's website or social media channels what animal group or intervention type they focus on and assigned the grant accordingly if the purpose was clear. We could also infer from a funder's strategic focus what animal group their grants went to. In addition, if amounts were not given for every single grant but only aggregated for a full year, we could distribute amounts equally or via some other heuristic across grants/recipients and always indicated the assumptions taken via notes in the database.¹⁵

¹⁴ To illustrate the complexities that were sometimes involved in deciding whether to include a grant in our analysis or not, consider the EA Animal Welfare Fund's grants to [Healthier Hens](#) in Q1 and Q3 2022. While we knew Healthier Hens to have started their first and only on-the-ground project in Kenya in 2022, the organisation itself was based in the United States and had previously conducted general (not Africa-specific) research. Based on this knowledge, we could use the grant descriptions to make a decision. We excluded the first (Q1) grant from our analysis, as it was dedicated towards Healthier Hens general "research to test the efficacy of two promising interventions to reduce the rate of keel bone fractures in laying hens". However, we decided to attribute the second (Q3) grant to Kenya, as the grant description said that it was aimed at "Healthier Hens' operations towards dietary interventions to improve layer hen welfare via keel bone fracture reduction" and the organisation's only on-the-ground project we knew of was started in Kenya in 2022. Of course, this is a peculiar case of both an organisation and a funder that we know well and thus examined in more detail. Most other decisions on whether to include or exclude a grant were not based on such extensive deliberation, both because it was not necessary in most cases and because it would not have been economical.

¹⁵ The [ProVeg Grants Program](#) can serve as a useful, albeit extreme case for illustration. As the primary sources used for ProVeg only gave us [the name and country of recipients for every year](#), as well as [the total funding amount distributed to Africa for some past years](#), we had to make some assumptions. First, we equally distributed the funding amounts for those years where they were known across the different recipients for those years. This gave us a rough idea of typical grant amounts per recipient. Together with information given by ProVeg on their general grants program and application process, we could now also estimate the funding amounts per recipient for the years in which amount information was not available at all. Finally, knowing the core strategic focus of ProVeg International and its grant programs, we assumed all of the grants to have gone towards vegan/plant-based outreach programs. This assumption is of course simplifying and our categorisation does not capture the nuances of ProVeg's grants programme. Some of the grants might have also been aimed at institutional outreach (such as promoting plant-based menus at canteens or meatless Mondays at schools) or other intervention types. However, all of their work should have been focused on farmed animals and the main focus on public outreach should be correct. This illustrates the assumptions and limitations in our approach. In sum, this allowed us to fill in all of the required information in our database, even though exact information was not given by the primary data sources. Nevertheless, for most other funders, we did not (have to) make so many assumptions and relied more heavily on the directly given information.



However, even including such assumptions, detailed information was not always available for every funder or grant. While the animal group (98.4%) and year (97.2%) were classified in the vast majority of entries in our database and information on the amount (89.5%) and country (86.8%) was usually also indicated, the receiving organisation or individual (55.9%) and intervention type (40.7%) were missing for a large number of entries. This means that detailed information on all dimensions was only available for a small portion of entries. In addition to this mere lack of data, data availability also differed greatly between funders, as explained above. These discrepancies complicated our analysis, as we had to account for potential biases in data availability. In [the following section](#) we have thus not only summarised our findings, but also tried our best to highlight how these are impacted by limitations and uncertainties in data availability.

3 Analysis and discussion of findings

3.1 Overview of all funders and focus areas

3.1.1 Amount per funder per year

The first step in our analysis was to create an overview that shows the funding amounts in USD that we have observed for each funder for different years. The detailed overview for the years 2013-2022 can be found in [this spreadsheet](#). Table 1 below shows the Effective Altruism Funds (EA Funds) in 2016-2022 as an exemplary funder to illustrate how this overview was constructed.

Table 1: Funding in USD to animal causes in Africa by the EA Funds per year

2016	2017	2018	2019	2020	2021	2022
	0	0	40,000	40,000	330,000	463,000

If a value is not available at all, as for 2016 in the example above, this means that we have not checked the grant amounts by that funder in the respective year, either because data was not available or because we capped our data collection effort and did not go that far back in time. In contrast, if a value is zero, as for 2017 and 2018 in the example above, this means that data was available and we did check it, but we did not find any grants to Africa with a given monetary value in that year.

Taking this overview as a basis, **we were able to analyse how much we could expect each funder to grant to animal causes in Africa in an average year, which would in turn allow us to estimate the total amount of funding in scope for this analysis for an average year** (see below). With this concept of an average year, we wanted to account for fluctuations in grant amounts and differences in data availability for different funders. To illustrate, taking the example above again, we do not know from the given data whether we should expect the grants from EA Funds in 2023 to be more than USD 500,000 (continuing the growth in recent years), around USD 40,000 (treating 2021 and 2022 as mere outliers), or somewhere in between (maybe a correction of excessive growth in 2021 and 2022). In this specific example, an assumption of continuous growth might be warranted, but such conclusions are not always straightforward. To get a solid estimate for every funder and avoid strong assumptions, we decided to estimate funding for an average year by taking the mean of (a) the average amount over the last five years (2018-2022) and (b) the latest value observed (2022 or earlier). Combining these two perspectives, we could average out and reduce the impact of large outlier years or missing data, while at the same time taking into account the most recent data possible. This method thus gave us a solid, conservative baseline estimate for the yearly funding per funder, avoiding wildly implausible estimates that might result from individual outlier years. To illustrate, for EA Funds, our calculation would lead to an estimated amount of USD 318,800 $\left(\frac{0 + 40K + 40K + 330K + 463K}{5} + 463K\right)/2$.

Using this method, we created [a spreadsheet](#) that shows a detailed list of the estimates we arrived at for all funders included in the analysis. For those funders where data on amounts granted was not available at all (for any year), we used the median of the other funders' values for an average year (USD 30,975) as a rough approximation. This estimate has to be taken with caution, but was necessary for us to perform some of the calculations later in this report. Table 2 below gives a short overview of the top ten funders according to their funding amounts for an average year. We included an indication of these funders' strategic focus to highlight that **the major funders for animal issues in Africa are mostly focused on wild animals and conservation**. Further, more detailed analyses on the split of funding between

different animal groups will be shown later, in [section 3.2](#). The most important funders of farmed animal work are detailed in [section 3.3](#).

Table 2: Top ten funders based on funding amounts in USD to animal causes in Africa in an average year

Organisation	Funding to Africa in an average year	Strategic focus
Arcus Foundation	4,579,303	Wild animals and conservation (esp. primates)
The Brooke	2,833,884	Working animals (esp. equines)
Save the Elephants	2,805,327	Wild animals and conservation (esp. elephants)
International Fund for Animal Welfare (IFAW)	2,173,229	Wild animals and conservation
Band Foundation	1,447,667	Wild animals and conservation
Re:wild (Global Wildlife Conservation)	960,462	Wild animals and conservation
Dogs Trust Worldwide	765,029	Companion animals (esp. dogs)
Annenberg Foundation	730,750	Wild animals and conservation (esp. primates)
Humane Society International (US)	572,130	All kinds of animals
Gordon and Betty Moore Foundation	559,779	Wild animals and conservation

3.1.2 Total amount per year

These estimates per funder for an average year could now be used to estimate the total amount that we would expect the funders in scope to grant to animal-related causes in Africa in an average year. Summing up the values per funder, we arrived at an estimate of 22,799,639 USD.

To check whether this approximation is reasonable, instead of estimating values for a hypothetical average year, we could also simply estimate the total amount for one specific relatively recent year with strong data availability, namely 2020. To arrive at an estimate for 2020, we summed up the amounts we expected each funder to have granted in that year. For the majority of funders, actual values were given and could be used directly. For those funders where 2020 values were not available, we used the values from 2019 or 2021 as an approximation. If none of these values were available at all, we used the amount estimated for an average year from [the previous section](#). Based on this method, we estimated that the funders in scope granted 27,109,835 USD to animal-related causes in Africa in 2020.

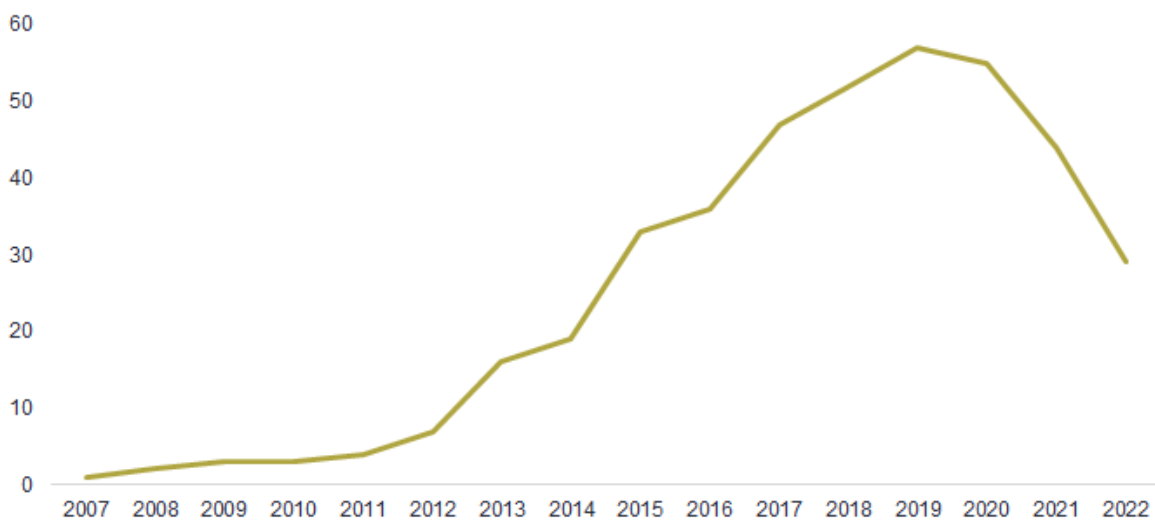
This value is relatively close to the estimate we arrived at above by summing up each funder's grants for an average year. Taking those different perspectives together, **we are 80% confident that the funders in scope for this analysis granted a total of USD 25 to 35 million to animal-related causes in Africa in 2020, the most recent year with decent data availability** (with the higher upper bound of this estimate reflecting our uncertainty of potentially having missed important data points or sources).

3.1.3 Development of total over time

Having performed this estimate for the total funding in 2020, we applied the same methodology to make estimates for other years as well and tried to understand whether we can find any trends in total funding over time. We were interested to see whether funding has increased over the years, especially in the area of farmed animals (which is analysed separately in [section 3.3](#)).

The fact that data availability varied greatly by funder and by year made it hard for us to arrive at robust estimates for many years. As shown by graph 1 below, data on funding amounts was available for more than 50 funders in 2018, 2019, and 2020, but data was more scarce the further we moved away from those time periods.¹⁶

Graph 1: Number of funders with funding amounts available in the respective year



We decided to make estimates for the years 2015-2022, as those years seemed to have enough data available to warrant an analysis. However, we have to be more cautious in interpreting our findings, the lower the number of funders with data available for the respective year. The years 2018-2020 should generally allow for rather robust findings, the estimates for 2017 and 2021 will be of lower but still relatively high accuracy, while the estimates for 2015, 2016, and 2022 need to be taken with caution. Keeping these caveats in mind, table 3 below displays our yearly estimates for the total amount of funding to animal-related causes in Africa by the funders in scope.

Table 3: Estimated yearly funding in USD to animal causes in Africa by the funders in scope

2015	2016	2017	2018	2019	2020	2021	2022
14,691,517	18,622,189	17,003,486	15,427,261	18,462,181	27,109,835	27,286,143	22,719,599

These calculations suggest that funding to African animal causes has increased substantially from 2018 to 2020, the time period for which we have the best data available. This increase seems to have subsequently stagnated in 2021 and 2022. However, we need to keep in mind that data availability was

¹⁶ The lack of data in recent years is mostly the result of strong delays in the publication of U.S. IRS filings. As we mostly relied on public data for this analysis, this delay greatly impacted our data collection. Please note that a lack of data available always means that we did not have data for the funder in the respective year. If data was generally available but the funder did not make any grants towards animal projects in Africa in that year, this is of course counted as data being available.

significantly lower in those two latest years, so we should not overinterpret the drop in total funding from 2020 to 2022. **Overall, funding to African animal causes has considerably increased from 2015 to 2022.**¹⁷

The pronounced difference between 2019 and 2020 warranted a more detailed analysis. We found that the increase in funding was driven in large parts by even stronger funding from some of the biggest funders identified in [section 3.1.1](#). The Arcus Foundation, The Brooke, the Band Foundation, and Re:Wild alone accounted for more than USD 5.5 million of the almost USD 9 million increase. On top of that, the Arcadia Fund made a large grant worth USD 3 million in 2020 to reduce the illegal and unsustainable trade of African wild species. **This underlines the primacy of funding for wild animals and conservation in comparison to other animal groups and cause areas in Africa**, which we already hinted at in [section 3.1.1](#) and will investigate in more detail in [the next section](#).

3.2 Comparison of animal groups, countries, and intervention types

We next set out to explore in more detail what kind of work is supported by the grants included in this analysis. Apart from the different animal groups already highlighted before, we also wanted to analyse how funding is distributed across different countries and intervention types, both individually as well as for the combination between different categories (e.g. farmed animal funding in Kenya vs. companion animal funding in South Africa). We looked at the distribution of funding both in terms of the grant amounts and the recipient organisations, to understand both how much funding a certain category received and how many recipients this funding was allocated to.

To perform this analysis, we coded every grant for the different types of categories (as explained in [section 2.3](#)).¹⁸ As previously, we restricted the analysis to 2020, the most recent year with strong data availability. We checked these 2020 numbers for robustness by comparing them with other years and found them to be stable enough for our purposes. Details on this robustness check can be found in [appendix A](#).¹⁹ The detailed overviews for all combinations of categories for 2020 and 2015-2022 can be found in [this folder](#). These overviews, especially those for 2020, form the basis for the findings described in the following sections.²⁰

¹⁷ We found that years from 2020 onwards always showed significantly higher amounts of total funding compared to years before 2020 with similar data availability. For instance, while both 2017 and 2021 had data available for ~45 funders, the estimated amount of funding for 2021 was more than 50% higher than that for 2017. A similar picture emerges when comparing 2015 and 2022, both years having had data available for ~30 funders, but 2022 boasting a more than 50% higher estimated amount.

¹⁸ For the sake of simplicity and in the absence of better information, we took the following assumptions: If a grant applied to more than one category, we split it up equally among these categories. For instance, if there was a grant of USD 10,000 to a project working on corporate outreach and capacity building, we made the assumption to equally assign USD 5,000 to both corporate outreach and capacity building. For organisations, we did not perform such a split but instead counted how many organisations received a grant relevant to each of the different categories. This means that organisations could be counted multiple times, namely in all categories they received a grant for. This somewhat different methodology is valuable for comparison as a second perspective on the data.

¹⁹ The category “NA” was used for all grants where the respective information on the category was not available.

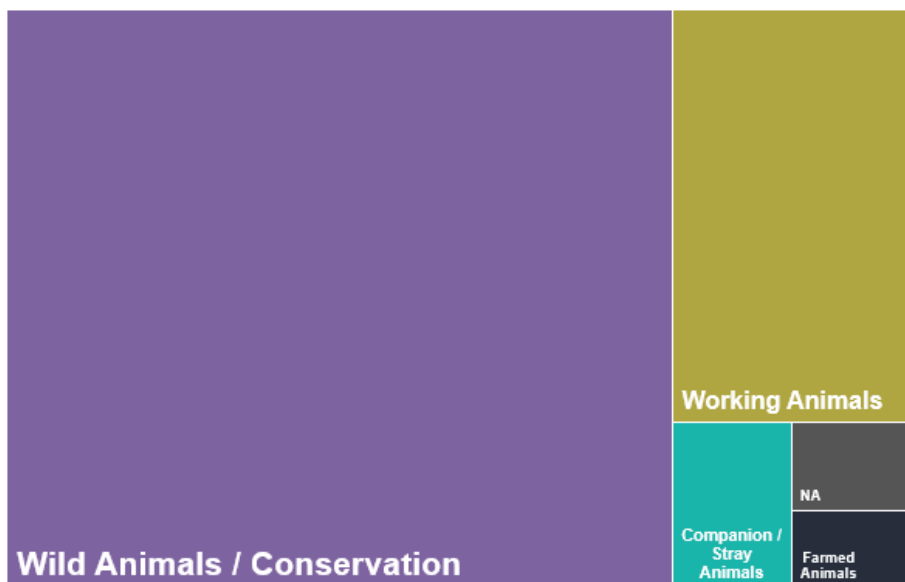
²⁰ The total USD amount of the grants included in this analysis is lower than what we estimated in the previous section, since we only included grants here for which we knew the actual values and did not try to fill in missing values by estimating them. To compare, we estimated that the funders in scope granted a total of USD 25-35 million to animal causes in Africa between in 2020, while this analysis only includes grants totalling USD ~25.1 million. The difference comes from grant amounts that we expect to be missing in our dataset due to data not being available. We did not try to estimate to which kinds of projects these hypothetical grants would have gone, as this seemed to require too many assumptions and would have put our analysis on somewhat unstable grounds.

3.2.1 Animal groups

Funding for wild animal and conservation work by far received the largest amounts of funding to animal causes in Africa, with 72.9% of all grant amounts in 2020. Working animals were the second-most funded animal group at 19.3%, followed by companion/stray and farmed animals with 3.8% and 1.7% respectively. Lab animals did not seem to attract any funding. These numbers are illustrated in graph 2 below.

This only partly supports hypothesis #4 listed in [section 1.2](#), which stated: “Projects focused on companion animals and wild animals / conservation receive the majority of funding for animal projects in Africa”. Our analysis shows that wild animal and conservation work did indeed receive the vast majority of funding. However, companion animal projects received only a very small share of the funding, with working animals receiving roughly five times the amount of companion animals. This is strongly at odds with patterns observed in other parts of the world. For the United States, Animal Charity Evaluators ([2024](#)) reports that companion animals heavily outperform farmed animals in funding, with farmed animals receiving only 3.5% of the amount that goes to companion animals. In our analysis however, farmed animals receive almost half the amount of companion animals. While we need to mind limitations in our data collection and analysis, it seems that the focus on companion animals is much more pronounced in richer societies of the Global North. Working animals are not even included in Animal Charity Evaluators’ analysis, presumably because they are not a significant factor in industrialised societies like the U.S.. However, in our analysis, working animals account for almost one fifth of all funding and are clearly the second-most funded animal group in Africa - another clear indicator for the differences between African countries and the Global North. Overall, it is clear that farmed animals are relatively neglected compared to other animal groups in Africa.

Graph 2: Share of funding to different animal groups in Africa in 2020



To understand how much total funding per animal group the shares above translate into, we combined the shares with the total amount of funding for 2020 that we estimated in [section 3.1.2](#). Using Monte Carlo simulations²¹, we produced 80% confidence intervals for the total amounts granted to the

²¹ Monte Carlo simulations are a method for modelling uncertainty. The user can estimate the probability of different outcomes by varying different input variables.

different animal groups by the funders in scope in 2020. The exact approach for this is described in [appendix B](#) and the results are shown in table 4 below. **We are 80% confident that the funders in scope for this analysis granted between USD 0.2 and USD 1.0 million to projects helping farmed animals in Africa in 2020.** This number is dwarfed by those for wild and working animals, which account for the vast majority of funding.

Table 4: 80% confidence intervals for the total amount of funding in USD distributed by the funders in scope for this analysis to different animal groups in Africa in 2020

Animal group	Lower bound	Mean	Upper bound
Companion / Stray Animals	0.5	1.1	1.7
Farmed Animals	0.2	0.6	1.0
Lab Animals	0.0	0.0	0.3
Wild Animals / Conservation	18.0	21.8	25.6
Working Animals	4.1	5.6	7.1

Looking at the number of organisations that received grants related to each animal group instead of funding amounts produced a different picture. While we found that wild animal and conservation work still took the lead, it was much less dominant at only 36.2% for 2020. Organisations working on companion animals also took significant shares at 29.2%. Organisations focusing on working and farmed animals made up for lower but still significant shares of 17.7% and 11.5% respectively.

All of this suggests that **grant sizes are typically largest for wild animal and conservation work**, as this animal group received the vast majority of funding but there were not that many organisations receiving it. **Companion animals and farmed animals showed the opposite pattern, as we found a substantial amount of organisations focusing on these categories, but at very low overall funding levels. Grants in those categories were thus generally smaller.**²²

It is unclear to us why there is such a strong discrepancy between funding amounts and the number of organisations for each animal group. The simplest and most plausible explanation is that wild animal or conservation projects simply require larger funding amounts, as they tend to be larger in scope and more complex. It could also be that wildlife/conservation organisations have been around for longer, had more time to grow and expand, and are thus better able to absorb larger grants. However, the discrepancy might also hint at a misalignment between the interests of funders and activists. Funders, which are mostly based in the Global North, might have a bigger interest in conserving charismatic African wildlife than the people living in African countries. The comparatively high levels of agricultural employment in African countries might lead the population to be more exposed to and put a stronger emphasis on domestic (companion, farmed, and working) animals compared to wild animals.

3.2.2 Intervention types

For other category types besides animal groups (i.e. intervention types and countries), we had to deal with much larger uncertainties in the data: While less than 3% of all grant amounts in 2020 could not be attributed to any specific animal group, almost 80% were missing information on the intervention type

²² This inequality in grant sizes likely also leads to inequality in the size of organisations focusing on different animal groups. We analysed Gini coefficients and market concentration to test this but omitted this analysis here, as it did not lead to any noteworthy findings.

funded by the grants and more than 50% were missing information on the country the grants were aimed at.²³ When it comes to the analysis of intervention types (in this section) and countries (in the next section), we therefore did not make as detailed estimates as for the animal groups (e.g. subjective confidence intervals and Monte Carlo simulations). We still tried to distil relevant findings from the shares for each of these categories, but the missing information means that these need to be taken with more caution.

Both in 2020 and for the whole period between 2015 and 2022, looking at all animal groups together, public outreach and education was the most-funded intervention type, followed by capacity building, direct help, political outreach and legislative work, and research (in descending order). Farmed-animal-related intervention types focused on alternative proteins (such as plant-based or cultivated meat), corporate outreach, or diet change only attracted negligible shares due to the small amount of overall funding to that animal group. In contrast, grants supporting other animal groups dominate the picture.

The picture looked somewhat different when we investigated the number of organisations instead of funding amounts. Here, public outreach and direct help dominated the picture, indicating that these intervention types were typically carried out by various different organisations that each received smaller grants. This is in line with the findings from [section 3.2.1](#), as direct help was by far the most-funded intervention type for companion animals and public outreach was the most-funded one for farmed animals - both animal types that we found to typically receive smaller grants.

We also analysed intervention types for each animal group individually. **Wild animal and conservation funding focused strongly on capacity building and public outreach.** Direct help and research received less funding, but also took significant shares when looking at the number of organisations working on these interventions. Public outreach often involved communication with and education of local communities on conservation issues, improving habitat protection and reducing human-wildlife conflict. Capacity building was often associated with combating illegal fishing, hunting, and poaching activities by improving the capacities of law enforcement, government agencies, or park rangers. It also included training and education for local wildlife sanctuaries and park/reserve management. As such, these capacity-building activities are closely linked to the direct protection of animals, which is the primary focus of most wild animal and conservation work. **This mostly conservationist wild animal work differs from the wild animal suffering approach typically discussed in EA circles.**

Working animals were almost exclusively supported via direct help and public outreach. This was the case both for funding amounts and the number of organisations. Typical projects included the provision of food and water as well as veterinary services and clinics for working donkeys, in addition to education and training to the smallholder owners of these animals on how to improve the welfare of their animals.

A similar picture emerged for companion animals, although with a much stronger focus on direct help over public outreach. Almost all of the funding for this animal group went towards veterinary programmes or rescues and shelters, providing food, vaccinations, sterilisations, and other services to stray animals or animal owners in poor communities. The primacy of direct help was also reflected in the number of organisations working on different interventions that help companion animals.

²³ The large shares of missing information for countries and intervention types means that we did not look at the intersection of these two category types in detail, i.e. which type of intervention was especially popular in a certain country or which country was especially relevant for a certain intervention type.

Farmed animal work was very different from that and funding was less focused on one specific type of intervention. In 2020, the majority of funding for farmed animals was directed at plant-based outreach, education, and food provision²⁴ programmes. Looking at the whole 2015-2022 period, we found that corporate outreach also received a substantial share of farmed animal funding, mostly dominated by cage-free campaigns²⁵. To a lesser extent, research and capacity building projects attracted significant shares as well, including research on the status of cage-free farming, the implementation of a masters degree program in farm animal welfare science at Mount Kenya University, and the organisation of different conferences. Political and legislative work received only a smaller share of the funding and was mostly aimed at poultry and fish farming. These patterns were also roughly mirrored when looking at the number of organisations instead of funding amounts.

Based on the findings in this section, we can partly support hypothesis #5 listed in [section 1.2](#), stating that: “Funding for companion (and to a lesser extent wild) animal work primarily goes towards direct help for these animals (sanctuaries, veterinary services, etc.)”. **The hypothesis is clearly true for companion animals, but the picture is more blurry for wild animals and conservation. This underlines that grants aimed at companion animals (and to a lesser extent wild animals) are less geared towards cost-effectively improving animal welfare.**

3.2.3 Countries

As mentioned in the previous section, country information was missing for more than 50% of funding amounts included in this analysis. The findings in this section thus have to be taken with some caution. Also, as mentioned in the methodology section, we have to keep in mind that this analysis was likely biased towards English-speaking countries and might have underestimated funding towards Francophone Africa.

Still, we found some interesting patterns in the data. Some countries received vastly more funding than others and the focus between different animal groups also varied between countries.

Kenya by far received the largest share of funding of all African countries in 2020 (17.3%) and also holds that incumbency for most other years between 2015 and 2022. The vast majority of this funding (~80% for both 2020 and 2015-2022) went towards working animals. This is almost exclusively driven by the large grants made by The Brooke to its Kenyan partners and affiliates. For instance, in 2020 The Brooke granted almost USD 3.4 million to Kenyan projects. **Apart from working animals, funding to Kenya went mostly towards wild animal or conservation projects. Within the smaller space of farmed animal funding, Kenya also took a leadership position, attracting around one quarter of all funding to that animal group.**

The second most overall funding went to the DR Congo, both for 2020 and for the whole period 2015-2022, attracting around half to a third of the funding that Kenya received. In the case of DR Congo however, **funding was almost exclusively driven by wild animal or conservation work**, at more than 99% of the total funding to the country. **Accordingly, the DR Congo was the country that received the largest share of wild animal funding.** Especially the Arcus Foundation was a major contributor to this.

Looking at the number of organisations instead of funding amounts, a different picture emerged. In this case, South Africa was by far the leading country, with 19.3% and 21.3% of all organisations being active

²⁴ These projects typically involve the provision of plant-based foods to poor communities, addressing both hunger and animal welfare issues.

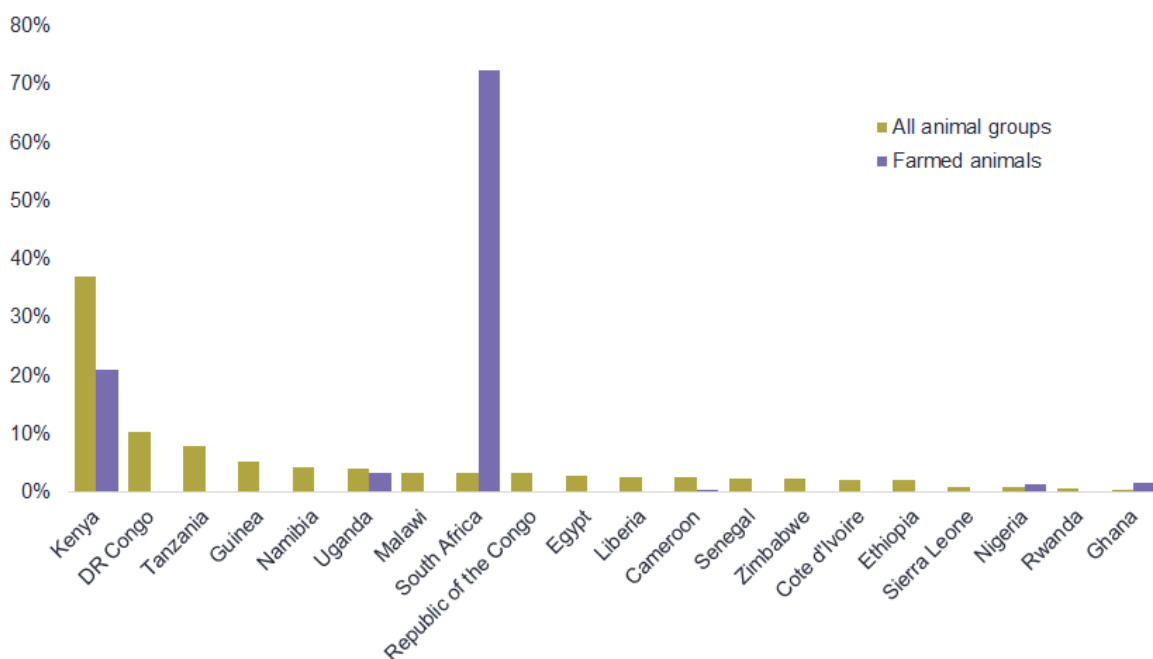
²⁵ These are campaigns that aim to reduce the number of layer hens that are kept in cages, mostly by pressuring producers and retailers. These efforts are globally led by the [Open Wing Alliance](#).

in the country for 2020 and 2015-2022 respectively. This striking result highlights that **there were many smaller grants going towards South Africa. This is underscored by the fact that substantial shares of the funding to South Africa went towards companion and farmed animal projects (~32% and 38% respectively in 2020), putting the country among the most-funded African countries for these two animal groups, which typically exhibited smaller grant sizes.**

Accordingly, **South Africa took the leading role on the continent when it comes to farmed animal work**, attracting ~65% of all farmed animal funding in 2020 and more than 30% between 2015 and 2022. **This supports hypothesis #3** stated in [section 1.2](#), saying that “South Africa is the major recipient of funding for farmed animal work”. This fact could be attributed to the country's more developed and industrialised economy and farming sector. **This supports our perspective that most funding for farmed animal causes is aimed at addressing current industrial animal agriculture instead of preventing its emergence**, the cause that we are focusing our efforts on ([Kortschak, 2023](#)). Major funders included Animal Charity Evaluators (ACE), EA Funds, the ProVeg Grants Program, and The Humane League (THL) / Open Wing Alliance (OWA).

As mentioned above, Kenya also received a substantial share of funding towards farmed animal work in Africa. Apart from these two clear leaders, **Benin, Ghana, Malawi, Nigeria, Tanzania, Uganda, and Zimbabwe were further noteworthy recipient countries for farmed animal funding.** Graph 3 below illustrates the shares of funding for both farmed animals and all animal groups aggregated together.

Graph 3: Share of funding for the top 20 recipient countries in 2020, across all animal groups and for farmed animals specifically



Within the category of companion animals, South Africa also took a top three spot, joining Malawi and Zimbabwe as the countries receiving by far the most funding. Malawi received almost half of all funding in 2020 and 2015-2022, with heavy support from the Dogs Trust Worldwide to Mission Rabies’ strong activities in the country. This means that funding to companion animals in Malawi is very concentrated and the number of organisations working on this issue is fairly low. When it comes to the number of

organisations instead of funding amounts, South Africa and Namibia are leading the way for companion animals.

In the area of wild animal and conservation funding, we already noted the leading role played by the DR Congo. **Other noteworthy countries for wild animals were Cameroon, Guinea, Kenya** (already mentioned above), **Liberia, Namibia, the Republic of the Congo, South Africa, Tanzania, Uganda, and Zambia**, each attracting at least 4% of the funding for this animal group either in 2020 or between 2015 and 2022. Regarding the number of organisations instead of funding amounts, Kenya, DR Congo, and South Africa were the only countries to show double-digit shares of all organisations working on wild animal issues in either 2020 or 2015-2022.

For working animals, the exceptional role of Kenya was already explained above. **Other important recipient countries for working animals were Egypt, Ethiopia, and Senegal, all receiving substantial support from The Brooke. Tanzania also attracted a significant share of working animal funding, mostly from Animal Aid Abroad and The Donkey Sanctuary.** Since those grants were typically also smaller in size and more distributed than those by The Brooke, Tanzania led the way in terms of the number of organisations helping working animals in Africa. **South Africa, Zambia, and Zimbabwe were further noteworthy countries** in this regard, accounting for double-digit shares of all organisations in this category in either 2020 or 2015-2022.

3.3 Farmed animal deep-dive

As our work at Animal Advocacy Africa is primarily focused on helping farmed animals, we also performed a more detailed analysis on the funding towards this animal group in particular.

Since we already noted some relevant findings for this animal group in the previous section, we shortly summarise them here again so that readers interested in farmed animals only can find all of the relevant findings in one place:

- Farmed animals received only 1.7% of the total funding towards helping animals in Africa by the funders in scope in 2020. When it comes to the number of organisations instead of funding amounts, farmed animals made up for a larger share of 11.5%, but still ranked behind wild, companion, and working animals.
- We expect the funders in scope for this analysis to have granted around USD 0.6 million to farmed animal causes in Africa in 2020, with our 80% subjective confidence interval ranging from USD 0.2 to 1.0 million.
- Funding for farmed animals is not clearly focused on one specific type of intervention. In 2020, the majority of funding was directed at plant-based outreach, education, and food provision programmes. Looking at the whole 2015-2022 period, we found that corporate outreach also received a substantial share of farmed animal funding, mostly dominated by cage-free campaigns. To a lesser extent, research and capacity building projects attracted significant shares as well. Political and legislative work received only a smaller share of the funding. These patterns were also roughly mirrored when looking at the number of organisations instead of funding amounts.
- South Africa took the leading role on the continent when it comes to farmed animal work, attracting ~65% of all farmed animal funding in 2020 and more than 30% between 2015 and 2022. This fact could be attributed to the country's more developed and industrialised economy and farming sector. This supports our perspective that most funding for farmed animal causes is aimed at addressing current industrial animal agriculture instead of preventing its emergence,

the cause that we are focusing our efforts on ([Kortschak, 2023](#)). Major funders included ACE, EA Funds, the ProVeg Grants Program, and THL/OWA. Kenya also received a substantial share of funding towards farmed animal work in Africa. Apart from these two clear leaders, Benin, Ghana, Malawi, Nigeria, Tanzania, Uganda, and Zimbabwe were further noteworthy recipient countries.

3.3.1 Funding amounts per year

As indicated above, we expect the funders in scope for this analysis to have granted around USD 0.6 million to farmed animal causes in Africa in 2020, with our 80% subjective confidence interval ranging from USD 0.2 to 1.0 million. This estimate fits well with Lewis Bollard's ([2019](#)) estimate of USD 1 million for farmed animal advocacy in Africa in 2019. Even though we hope to have covered all of the most important farmed animal funders for Africa, our data collection and analysis was certainly not completely exhaustive and we might have missed some funders and grants. For instance, as described in [the methodology section](#), we were not able to access grant data for some of the funders in scope and our data basis was skewed towards English-speaking funders. As a result, **Bollard's estimate of USD 1 million for the total funding towards farmed animals in Africa in 2019 seems reasonable.**

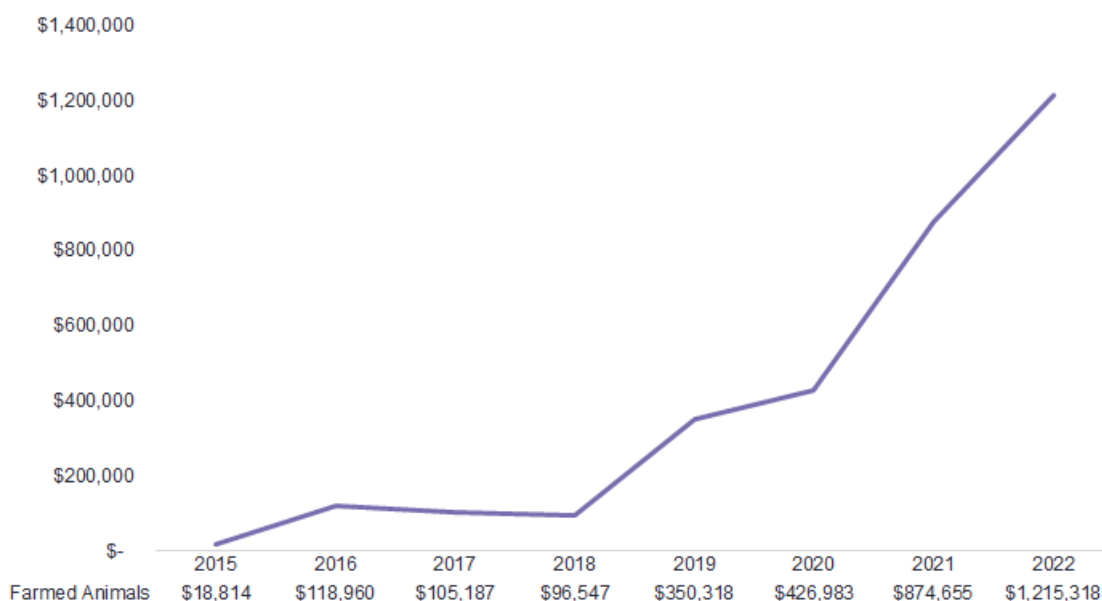
To further calibrate our findings, we could use estimates from Farmed Animal Funders' ([2021](#)) "State of the Movement Report". Based on surveys within the movement, they estimated USD 2.5 million in farmed animal advocacy funding to have gone towards Africa in 2021. This estimate is significantly higher than the one we arrived at above. This could mean that FAF's estimate is more optimistic than ours (e.g. because we have missed important funders or data sources in our analysis) or that funding has significantly increased between 2020 and 2021.

In fact, **looking at the funding amounts associated with farmed animal advocacy in Africa, we observed substantial increases over time.** Graph 4 below illustrates this development. After strong growth between 2015 and 2016, we saw another significant jump in funding from 2018 to 2019, with the amount more than tripling, from below USD 100,000 to roughly USD 350,000. After 2020, we then observed almost a doubling of funding each year, with grants totalling more than USD 750,000 in 2021 and USD 1,200,000 in 2022. **It is important to note here that we only focused on actually known grant amounts included in our database and did not estimate unknown data.²⁶ This makes these findings even more significant. Even though data is not yet available for some funders for 2021 and especially 2022, we could already see such pronounced increases in funding for farmed animals.** For instance, data for 2022 was not available yet for A Well-Fed World, a funder that had granted more than USD 200,000 to plant-based food provision and farmed animal advocacy programmes in Africa in 2020. Knowing this funder's grants for 2021 and 2022 would probably lead to an even steeper observed increase in funding for these two years. For more details, [appendix C](#) shows a list of all funders for which we have found grants towards farmed animals and highlights their strategic focus, their mean estimated grant amount per year, and their data availability across years.

²⁶ Unknowns were previously always estimated at the funder level. We did not estimate unknowns for farmed animals specifically since not all funders could be clearly associated with a specific animal type.



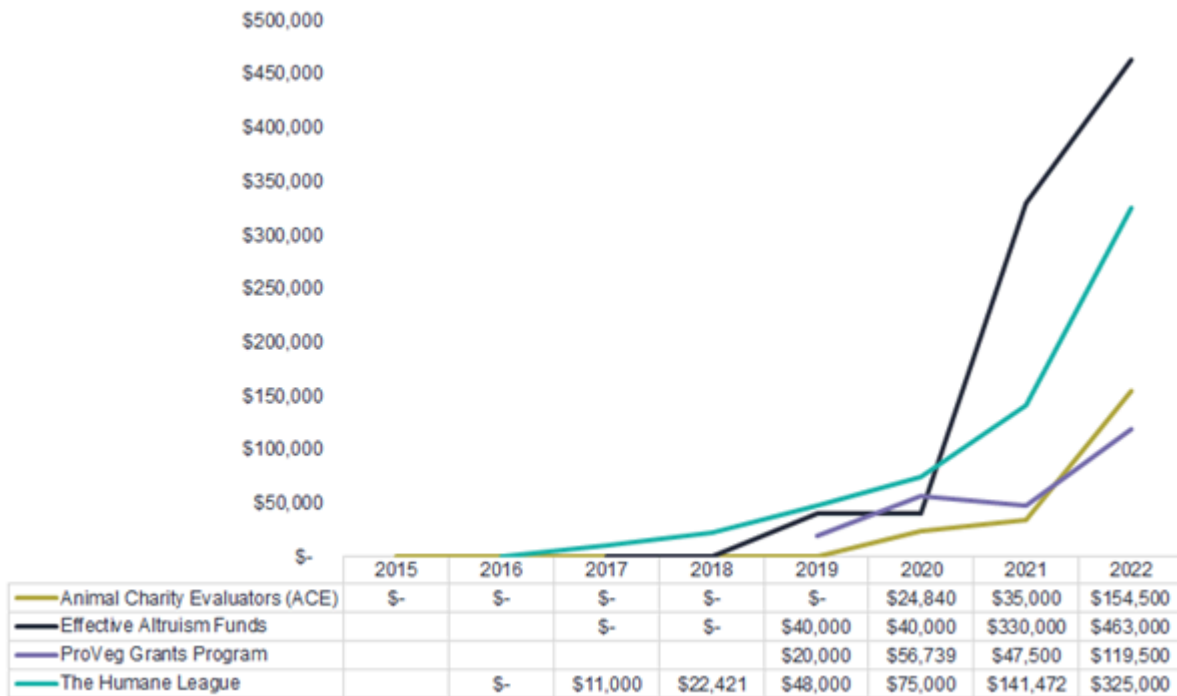
Graph 4: Total amount granted to farmed animal projects by the funders in scope per year (only including known amounts / not estimating unknowns)



Data availability was very strong for most of the major farmed animal funders, which are defined as those funders with a mean yearly funding value to animal projects in Africa of USD 50,000 or more and a focus on farmed animals. The major farmed animal funders in our analysis are A Well-Fed World, ACE, EA Funds, the ProVeg Grants Program, and THL/OWA. Besides A Well-Fed World, all of these funders had already published the grants they had made until the year 2022. Analysing their funding, we can see a clear increase over time for each one of them. Graph 5 below shows the funding per year for the four of the five major farmed animal funders for which data was available until 2022. We can see that **all of the four funders have drastically increased their funding to African projects since 2020.**²⁷

²⁷ This growth seems to continue in 2023. Even though data is not available for all funders for the full year, the indicators are clear. ACE announced their 2023 movement grants some weeks after the data collection for this analysis was already finished and capped off. They granted USD 269,359 to African organisations in 2023, another significant jump from their already substantially increased number in 2022. The Humane League / Open Wing Alliance indicated to us that they have made grants totalling USD 400,000 to African organisations in 2023, another clear increase. Grants developments for EA Funds and the ProVeg Grants Program are less clear for 2023. In the former case, not all grants are available online yet. In the latter case, there has been a significant restructuring of the grants programme due to the foundation of Thrive Philanthropy by previous ProVeg staff.

Graph 5: Funding in USD to animal causes in Africa by major farmed animal funders per year



Given these strong increases in funding towards farmed animal advocacy from 2020 to 2021 to 2022, FAF’s estimate of USD 2.5 million for 2021 does not seem unreasonable. Their estimate might still be somewhat optimistic and it is hard to know the precise actual amount. At 70% confidence, we estimate that total farmed animal funding for Africa was between USD 1.5 and 3 million in 2022, including unknowns such as funders not included in this analysis. This estimate fits relatively well with hypothesis #1 listed in [section 1.2](#), stating that “The overall funding for farmed animal advocacy in Africa is relatively low, possibly ranging between USD 1 and 2 million in 2022”. We can see that the significant increase in funding observed in this analysis has updated our prior to a higher estimate of total funding for farmed animal advocacy in Africa.

Despite this increase, farmed animal advocacy in Africa still seems clearly underfunded. In comparison to the USD 2.5 million estimated for Africa, *Farmed Animal Funders (2021)* cites figures of USD 91 and 70 million for North America and Europe, as well as USD 15 and 10 million for Asia and Latin America.

As Africa is projected to account for the largest absolute increase in farmed land animal numbers of any continent between 2012 and 2050, more resources should be channelled into this area ([Kortschak, 2023](#)). Other players in the movement agree with this sentiment. *Farmed Animal Funders (2021)* reports that “there is a discrepancy between FAF members’ geographic interests and the locations of their actual grantees”. According to *Rethink Priorities (2023)*, in an optimal scenario, key decision-makers in the effective animal advocacy community would allocate 9.1% and 8.1% of total EAA resources respectively to Sub-Saharan Africa as well as North Africa and the Middle East. These shares are much larger than in the actual distribution, as explained above. The key decision-makers also think that “experts on the developing world or specific neglected but populous countries” are the most pressing talent gap in the community. Additionally, *Charity Entrepreneurship (2023)* writes that they are “concerned that funders may neglect more exploratory work and certain regions (e.g. Africa) due to limited resources”.

3.3.2 Focus areas of funders

The major farmed funders had different strategic priorities. While ACE and the EA Funds made grants to various different interventions, ProVeg and A Well-Fed World mostly focused on public outreach and plant-based advocacy. THL/OWA only supported cage-free campaigns through its Open Wing Alliance. While we thus observed a focus on public outreach as well as corporate campaigns, funding in the farmed animal space generally seemed relatively widely distributed across different types of interventions.

There has however been a growing concentration of funding among the four major funders highlighted above (with the development for A Well-Fed World not known due to missing data). While these funders only accounted for ~56% of total farmed animal funding in 2020, their share has risen to ~87% in 2022.²⁸ **It is also noteworthy that these major funders were all either aligned with EA or could at least be considered adjacent to that movement. It thus becomes obvious that the EA movement has been the key driver in the recent increase in funding towards farmed animal work in Africa.** This is in line with global trends, as funding towards farmed animal advocacy has increased substantially with the engagement from EA funders.²⁹

These findings and those from the analysis in [the previous section](#) support hypothesis #2 listed in [section 1.2](#), which stated: "Funding towards farmed animal projects in Africa has been growing over the last years, especially from funders associated with Effective Altruism". This supports our perspective that the farmed animal advocacy movement in Africa is gaining momentum.

Next to this concentration of funding among a relatively small number of funders, we also observed a concentration of funding on some key countries. To reiterate from [section 3.2.3](#), South Africa and Kenya were by far the most popular African countries for grants in the farmed animal space. These two countries respectively accounted for 72.3% and 21.1% of all farmed animal funding to Africa in 2020 as well as 35.7% and 25.7% in 2015-2022. Other relevant countries were Benin, Ghana, Malawi, Nigeria, Tanzania, Uganda, and Zimbabwe. These patterns were also roughly mirrored when looking at the number of organisations instead of funding amounts, although the concentration on South Africa and Kenya is less extreme from that perspective.

3.3.3 Major grants and recipients

After investigating the major funders and their focus areas, we also wanted to dive deeper into the largest grants and the main recipients of farmed animal funding in Africa. For this purpose, we filtered our database for all grants related to farmed animals for which we knew both the recipient and amount.

²⁸ We have to be careful not to over-interpret these numbers, as the growing share might simply be a function of strong data availability for these four funders, such that their funding figures were already available for 2022 while those of others were not yet. While this consideration has some merit, we see that most other farmed animal funders like Compassion in World Farming and Tiny Beam Fund had also already published their grants for 2022. Only a few farmed animal funders like A Well-Fed World and Humane Society International (US) had not yet published their figures. As a result, it seems very plausible that the growth in total farmed animal funding to Africa is largely driven by increases in grant numbers by the four major funders named above, leading to a stronger concentration of funding within this area.

²⁹ In a [2017 interview](#), Lewis Bollard, one of the leading figures in the EA-aligned farmed animal space said: "Before we came into the space, I'd say that there was probably about 20 million dollars a year being devoted to this problem [...]. That's now probably increased to maybe 50 million a year."

As in [section 3.2](#), we focused on the years 2015 to 2022. All of the following analyses were based on this filtered database.³⁰

To begin with, in order to illustrate the major grants in our analysis that went to farmed animals in Africa between 2015 and 2022, we created a list of all grants with an amount of at least USD 40,000. Table 5 below shows these grants in descending order of their size.

Table 5: Largest grants to African farmed animal projects between 2015 and 2022

Funder	Recipient/Partner Organisation	Year	Amount USD	Country
A Well-Fed World	International Fund for Africa	2020	195,000	
Open Philanthropy Project	Mount Kenya University	2021	167,766	Kenya
EA Funds	Africa Network for Animal Welfare (ANAW)	2022	105,000	
EA Funds	Africa Network for Animal Welfare (ANAW)	2022	100,000	
EA Funds	Africa Network for Animal Welfare (ANAW)	2021	96,000	
A Well-Fed World	International Fund for Africa	2016	91,750	
A Well-Fed World	International Fund for Africa	2017	91,000	
EA Funds	Animal Advocacy Africa	2021	66,000	South Africa
Compassion in World Farming	Africa Network for Animal Welfare (ANAW)	2021	55,013	Kenya
ACE	Animal Advocacy Africa	2022	50,000	South Africa
EA Funds	Healthier Hens	2022	50,000	Kenya
THL/OWA	Southern African Faith Communities' Environment Institute (SAFCEI)	2019	48,000	South Africa
THL/OWA	Africa Network for Animal Welfare (ANAW)	2022	44,429	Kenya
THL/OWA	National Youth Network on Climate Change (NYNCC)	2022	44,429	Malawi
THL/OWA	Animal Law Reform South Africa	2022	44,429	South Africa
THL/OWA	Coalition of African Animal Welfare Organisations (CAAWO)	2022	44,429	South Africa
THL/OWA	Southern African Faith Communities' Environment Institute (SAFCEI)	2022	44,429	South Africa
THL/OWA	Education for Africa Animal Welfare (EAAW)	2022	44,429	Tanzania
THL/OWA	Meru Animal Welfare Organization	2022	44,429	Tanzania

³⁰ Please note the limitations in our data collection, as explained in [section 2](#): Our database inevitably missed some grants and the grants recorded might not be 100% accurate. We used the best data available to us at the moment of analysis.

Funder	Recipient/Partner Organisation	Year	Amount USD	Country
EA Funds	One Health and Development Initiative	2022	40,000	Nigeria
EA Funds	Coalition of African Animal Welfare Organisations (CAAWO)	2021	40,000	South Africa
EA Funds	Credence Institute	2020	40,000	South Africa
EA Funds	Southern African Faith Communities' Environment Institute (SAFCEI)	2019	40,000	South Africa

Interested readers can find detailed information on each of these grants (and others), by consulting our grants database in [this spreadsheet](#). **We found that the following were the largest grants for farmed animal projects in Africa between 2015 and 2022.**

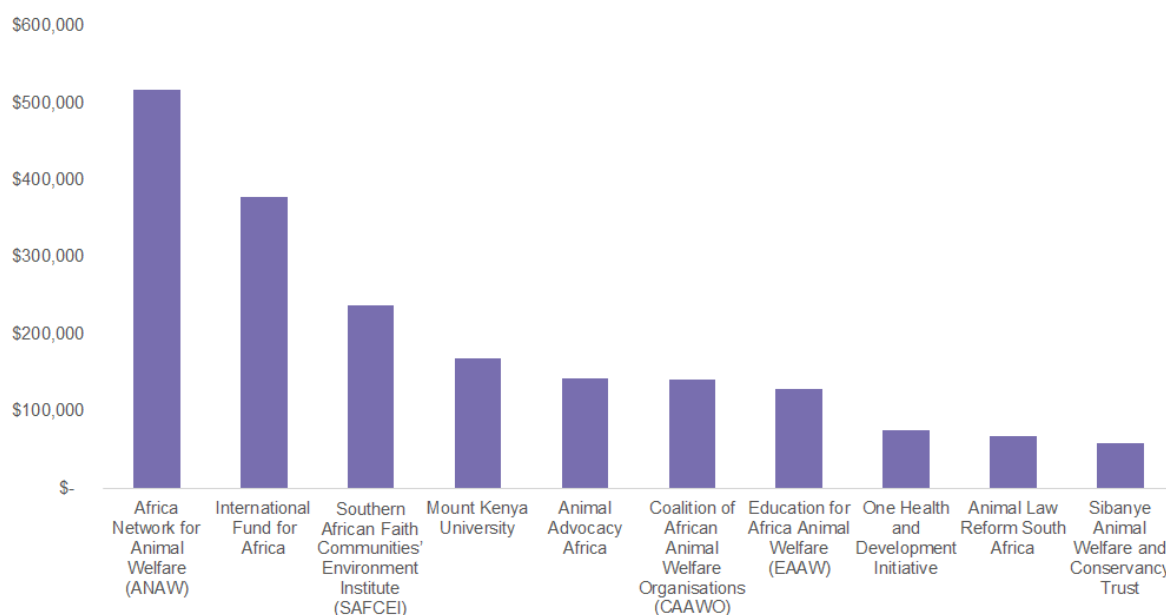
- A Well-Fed World made several grants to the International Fund for Africa for plant-based/vegan food provision programmes.
- The second largest grant in the list is a grant by the Open Philanthropy Project to Mount Kenya University for the implementation of a masters degree programme in farm animal welfare science.
- EA Funds made several grants to the Africa Network for Animal Welfare (ANAW), supporting their cage-free work. Compassion in World Farming had also made a sizable grant to this organisation, although the exact purpose of that grant was unclear to us.
- Our own organisation, Animal Advocacy Africa (sometimes listed under the name Credence Institute for older years), received three noteworthy grants, two from EA Funds and one from ACE.
- The Humane League made sizable grants to various organisations as part of their Open Wing Alliance.
- EA Funds made further grants to organisations working on hen and fish welfare.

To dive deeper into the most important organisations helping farmed animals in Africa, we also created a list of all organisations and the amounts they received for their farmed animal work per year between 2015 and 2022, based on the information we had available for this analysis. The detailed list can be found in [this spreadsheet](#).

Overall, there are 83 organisations in our database that received funding for farmed animal work by the funders in scope in 2015-2022. This crucially does not mean that all of these organisations are clearly focused on farmed animals, but only that they dedicated some share of their resources to this issue. Graph 6 below shows the top ten recipient organisations in our analysis. **We found that seven organisations received more than USD 100,000 of funding for farmed animal work by the funders in scope in 2015-2022, with the Africa Network for Animal Welfare (ANAW) leading the way.** Our own organisation, Animal Advocacy Africa received the fifth-largest total grant amount. This is noteworthy, given that we only started operations in 2021 and had a maximum of 4 full-time equivalent staff over our lifetime, illustrating the extremely low levels of overall funding for farmed animal issues in Africa.



Graph 6: Top ten organisations in Africa by funding amounts for farmed animal work between 2015 and 2022



Animal Advocacy Africa has had interactions with most of the organisations in the top 30 farmed animal grant recipients. Some have been part of our capacity-building programme³¹, others only took part in our pilot programme³², while still others engaged with us in other capacity (e.g. for research purposes)³³.

Some significant grants have been secured with our help by the organisations in our programme in 2022. For instance, Animal Welfare League from Ghana and Nurture Imvelo Trust from Zimbabwe received grants of USD 20,000 and 17,000 respectively from EA Funds, in order to pursue cage-free work. Further grants have been secured in 2023, which are not included in this analysis, as data collection for this report had already been cut off. A follow-up to the numbers in this report might be published, if it seems valuable to our stakeholders.

³¹ For instance, Animal Advocates International, Animal Welfare League, Education for Africa Animal Welfare (EAAW), Nurture Imvelo Trust, Sibanye Animal Welfare and Conservancy Trust, Uganda Vegan Society, or Utunzi Animal Welfare Organization.

³² For instance, Animal Law Reform South Africa, Coalition of African Animal Welfare Organisations (CAAWO), Meru Animal Welfare Organization, or Tanzania Animal Welfare Society (TAWESO).

³³ For instance, Africa Network for Animal Welfare (ANAW), Healthier Hens, One Health and Development Initiative, or Southern African Faith Communities' Environment Institute (SAFCEI).

4 Conclusion

4.1 Summary of the findings

We hope that this report enhances transparency and understanding of the charitable funding landscape for animals in Africa, providing detailed insights to support decision-making and potentially redirect resources towards more neglected and higher-impact farmed animal projects in Africa.

Based on the funding records of 131 funders that we suspected might have funded African animal causes in the past, we created a database of 2,136 records of grants towards animal projects in Africa. This grant data allowed us to base our analysis on real-world data, which provides an important improvement to previous research, which was typically based on self-reported surveys with funders and/or charities.

Using different techniques to account for gaps in the data, **we estimated at an 80% confidence level that the funders in scope for this analysis granted a total of USD 25 to 35 million to animal-related causes in Africa in 2020.** These grants had substantially increased from 2018 to 2020.

Funding for animal causes in Africa shows interesting patterns that contrast, to a certain extent, with trends observed in the animal advocacy movement globally. Wild animal and conservation efforts receive the most funding. Notably, the projects in this category do not follow the wild animal suffering approach typically discussed in EA, but have a more traditional conservationist focus. Working animals are the second most funded animal group, reflecting their significance in Africa. This is a strong contrast to the focus on companion animals in wealthier societies, which only receive a very minor share of funding in Africa. Farmed animal projects also account for a very small share of overall funding. **We are 80% confident that the funders in scope for this analysis granted between USD 0.2 and USD 1.0 million to projects helping farmed animals in Africa in 2020.**

Wild animal and conservation funding focused strongly on capacity building and public outreach, including interventions like educating local communities on conservation issues and combating illegal poaching. Working and companion animals were almost exclusively supported via direct help and public outreach, usually targeting animal owners and improving the care for their animals. **The most relevant intervention types for farmed animals in Africa were plant-based outreach, education, and food provision programmes, along with corporate outreach.**

Kenya, the DR Congo, and South Africa emerge as key countries in funding distribution. Kenya leads in working animal funding, while the DR Congo focuses almost exclusively on wild animal and conservation efforts. **South Africa stands out for its significant funding towards companion and farmed animal projects, likely influenced by its more developed economy and farming sector.** This regional differentiation underscores the varying priorities and needs in animal welfare across African countries.

Looking at the farmed animal landscape in more depth, we observe a significant increase in funding, particularly from 2020 onwards. The report also reveals a strong and growing concentration of African farmed animal advocacy funding among a few major EA-aligned funders, underscoring the EA movement's crucial role for the cause. Major funders like Animal Charity Evaluators, Effective Altruism Funds, the ProVeg Grants Program, and The Humane League / Open Wing Alliance have significantly ramped up their contributions in recent years. **Despite these increases, farmed animal advocacy remains underfunded, with an estimated total amount of USD 1.5 to 3 million in 2022. A variety of**

major players in the farmed animal advocacy movement thus call for a stronger focus on neglected regions like Africa.

We found 83 organisations that received some funding for farmed animal work in Africa by the funders in scope in 2015-2022. Notably, our own organisation, Animal Advocacy Africa, despite being relatively new and small, has received a significant share of total African farmed animal funding. This highlights the low overall funding levels in this sector.

We have had interactions with most of the organisations in the top 30 farmed animal grant recipients. Some have been part of our capacity-building programme, others only took part in our pilot programme, while others only engaged with us in other capacity (e.g. for research purposes). We played a role in some organisations securing significant grants in the farmed animal space and suspect that our work at least somewhat contributed to the increase in funding towards farmed animal advocacy in Africa.

4.2 Next steps

The findings from this report aim to encourage funders to shift more of their resources to farmed animal work in Africa. This includes farmed animal funders that might shift their geographic focus as well as funders of other animal causes that might consider putting more resources into helping the vast number of farmed animals. In order for this to be successful, it could be useful to look into where these funders receive their funding from and how they make their decisions.

The data collection for this report was extensive and required a lot of manual effort. It is unclear whether we will continue to update the database of grants compiled for this report. **This crucially depends on feedback from stakeholders and readers of this report, so that we can understand how valuable such a database is for the movement.** A sensible path forward might be to continue updating the database, but only focusing on the most relevant data. As our work is focused on mitigating the rise of industrial animal agriculture in Africa and we have already analysed funding patterns across all animal groups in this report, we could set up a more streamlined version of our database, focusing exclusively on farmed animals. If we go forward with similar research and data collection, we could try to collaborate more closely with funders, especially enhancing the transparency on grants made for those funders where it was not straightforward for us to compile a list of their grants.

We will continue to engage in further efforts to enhance the transparency of the farmed animal advocacy landscape in Africa. For instance, the collected data helped us to identify a lot of organisations that we previously had not been aware of. **We used this data to greatly enhance [the database of African animal advocacy organisations on our website](#).** We will continue to update this database going forward.

Overall, we hope that this report can help us and other stakeholders to more rapidly and effectively build the farmed animal advocacy movement in Africa. We aim to use and amplify the growing momentum identified in this report and call on any individual or organisations interested in contributing to this cause to contact us and/or increase their resources and focus dedicated towards farmed animal welfare in Africa.

Appendix

Appendix A: Robustness check for 2020 shares of different categories

To make sure that the shares for 2020 were robust and could be used for our analysis, we performed a sanity check by comparing the 2020 shares to those across all years for which we had sufficient grant data available. Just as for the analysis of funding over time above, we focused on the years 2015-2022 as those with good-enough data quality³⁴. While we did inevitably get different shares for 2015-2022 compared to 2020, the numbers were close enough that we could assume our estimates to be relatively robust and thus focused on 2020 figures in the report.

To illustrate with an example, table 6 below shows a comparison between 2020 and 2015-2022 for the share of funding going to different animal groups, with percentages showing some variability but being close enough to lead to similar findings. We can see that wild animals received the vast majority of funding in both cases (~73%), followed by ~18-19% for working animals, while only ~4% were associated with companion animal work, and farmed animals received even less funding than that. The shares are very similar for both time frames.

Table 6: Comparison of the share of funding to different animal groups in Africa when using different time periods as a basis

	All Animals / Animals Generally	Companion / Stray Animals	Farmed Animals	Lab Animals	Wild Animals / Conservation	Working Animals	NA
2020	0.2%	3.8%	1.7%	0.0%	72.9%	19.3%	2.2%
2015-2022	0.2%	4.1%	2.9%	0.0%	73.8%	17.8%	1.2%

The variation between shares for 2020 and 2015-2022 is somewhat larger when we look at organisations instead of funding amounts. However, as shown in table 7 below, the share of organisations is also fairly robust across the two timeframes.

Table 7: Comparison of the share of organisations working on different animal groups in Africa when using different time periods as a basis

	All Animals / Animals Generally	Companion / Stray Animals	Farmed Animals	Lab Animals	Wild Animals / Conservation	Working Animals	NA
2020	4.6%	29.2%	11.5%	0.0%	36.2%	17.7%	0.8%
2015-2022	2.5%	25.1%	15.9%	0.1%	38.6%	15.9%	1.8%

³⁴ For this 2015-2022 period, we had more data than for 2020 only (as we included grants for more years), but of lower quality (as we did not have data for the entire time period for most funders), giving us a different perspective on the data. By including all years we would be overvaluing categories whose funders showed data in years where data for other categories' funders was not available (e.g. if data was only available before 2013 for wild animal and conservation funders, we would be overvaluing that category). That is why we are restricting this analysis to years with good-enough data quality.

Appendix B: Detailed process for estimating funding per animal group

Based on the shares of funding shown in appendix A, we ran Monte Carlo simulations to estimate the total amount of funding per animal group in 2020. We defined ranges representing our subjective 80% confidence intervals for the share of total funding by the funders in scope to different animal groups in 2020. Combining these ranges with the previously defined 80%-confidence estimate of a total of USD 25 to 35 million to animal-related causes in Africa in 2020, we could approximate the total amount of funding going to each category in 2020, by running Monte Carlo simulations over randomly distributed values within the defined ranges. As an output, we could once again produce an 80%-confidence range for the amounts of funding we would expect to have gone to the respective category in 2020. Table 8 illustrates this process and our findings. The detailed Monte Carlo simulations can also be found in [this spreadsheet](#).

Table 8: Calculated shares of funding and estimated upper and lower bounds for share and amount of funding (in USD) by the funders in scope in 2020 at 80% subjective confidence intervals

	Share of Total Funding					Absolute Funding in USD million		
	Actual 2020	Actual 2015-2022	Estimate Lower Bound	Estimate Mean	Estimate Upper Bound	Estimate Lower Bound	Estimate Mean	Estimate Upper Bound
Total³⁵	100.0 %	100.0%	100.0%	100.0%	100.0%	25.0	30.0	35.0
Wild Animals / Conservation	72.9%	73.8%	68.0%	73.0%	78.0%	18.0	21.8	25.6
Working Animals	19.3%	17.8%	15.0%	19.0%	23.0%	4.1	5.6	7.1
Companion / Stray Animals	3.8%	4.1%	2.0%	4.0%	6.0%	0.5	1.1	1.7
Farmed Animals	1.7%	2.9%	0.5%	2.0%	3.5%	0.2	0.6	1.0
Lab Animals	0.0%	0.0%	0.0%	0.5%	1.0%	0.0	0.2	0.3

³⁵ The shares for the different animal groups do not add up to 100%, as there are grants that do not focus on a specific animal group or where that focus is hard to define. In other parts of this report, this is included as “All Animals / Animals Generally” and “NA”. We did not perform Monte Carlo simulations for this type of funding.

Appendix C: All funders that made grants to farmed animals

Table 9: All funders that made grants to farmed animals, including estimated grant amount per year, strategic focus, and data availability

Organisation	Mean Value per Year (USD) - All Grants	Strategic Focus in Africa	First Year	Last Year
A Well-Fed World	170,081	Plant-based food provision and advocacy	2015	2020
Animal Charity Evaluators (ACE)	98,684	Farmed animals and various intervention types	2015	2022
Animal-Kind International	105,478	Mostly direct help and public outreach for companion animals and to a lesser extent working animals; almost no focus on farmed animals	2017	2022
Compassion in World Farming	36,033	Farmed animals and unknown intervention types	2016	2022
Effective Altruism Funds	318,800	Farmed animals and various intervention types; one grant towards wild animals	2017	2022
Humane America Animal Foundation	21,452	Food systems research	2020	2022
Humane Slaughter Association	3,879	Improving slaughter conditions for farmed animals	2015	2022
Humane Society International (US)	572,130	All different kinds of animal groups and intervention types, with some focus on companion and wild animals; lower focus on farmed animals	2013	2021
LUSH	30,975*	All different kinds of animal groups and intervention types, with some focus on companion and wild animals; much lower focus on farmed animals	Years not given	
Open Philanthropy Project	16,777	Farmed animal welfare; only one grant to Africa in whole period	2012	2022
Parks Foundation	29,825	All different kinds of animal groups and intervention types; no clear focus identifiable	2018	2021
ProVeg Grants Program	90,217	Plant-based advocacy	2019	2023
The Awesome Foundation	900	Plant-based advocacy	2017	2022
The Humane League	223,689	Cage-free campaigns	2016	2023
The Pollination Project	9,595	All different kinds of animal groups and intervention types; no clear focus identifiable	2013	2022



Organisation	Mean Value per Year (USD) - All Grants	Strategic Focus in Africa	First Year	Last Year
The Vegan Society	6,017	Plant-based advocacy	2017	2021
Tiny Beam Fund	20,575	Research, mostly on farmed animals and food systems	2019	2022
Umano	30,975*	Unsure due to lack of strong data; seems to have a broad focus across animal groups and intervention types	Years not given	
Universities Federation for Animal Welfare (UFAW)	2,476	Research, mostly on farmed animals	2018	2022
VegFund	30,790	Plant-based advocacy	2022	2022
VSF Sweden	23,323	All different kinds of animal groups and intervention types; no clear focus identifiable	2014	2022
Womxn Funders in Animal Rights	7,563	Farmed animals and unknown intervention types; probably plant-based advocacy	2019	2022

* Very rough assumption, used median value of all funders as no actual amounts were given