

WellBeing International®

Animal Philanthropy in the USA

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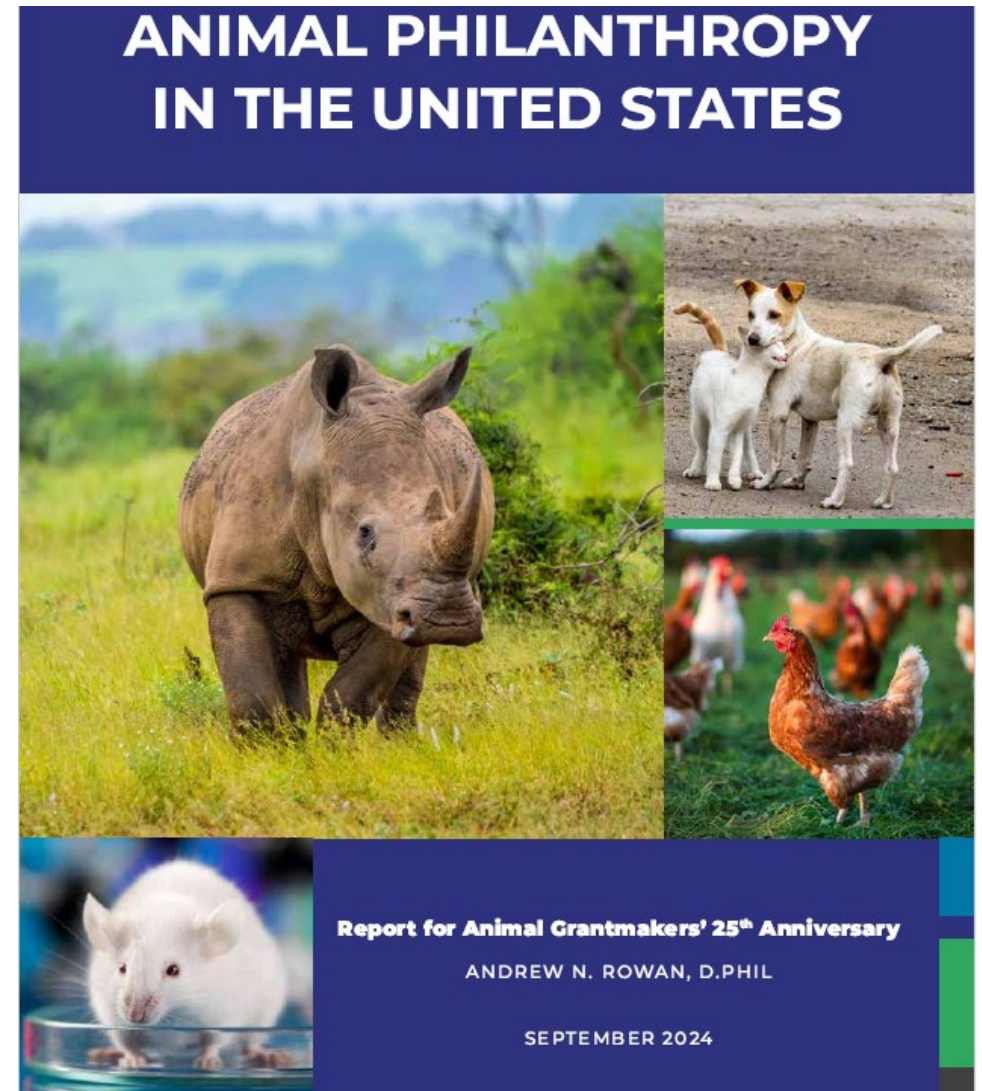
President, WellBeing International®

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Introduction

- In 1999, funders supporting animal protection projects were invited to a meeting in Crystal City, Virginia to explore the potential of forming an Animal Affinity Funders Group.
- In 2000, the Summerlee Foundation held a meeting in Dallas that agreed to establish a funders affinity group.





Animal Philanthropy; 1999-2025

- In 1999, 20 foundations sent representatives to the exploratory meeting.
- In 2000, 42 foundations distributed grants to animal protection amounting to \$35 million.
- In 2022, 73 foundations were identified who made animal protection grants amounting to \$275 million.



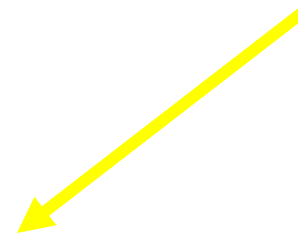
Animal Protection Funding – the “Rodney Dangerfield” Problem

- **Geraldine Dodge Foundation – one of first foundation funders – now no longer supports animal protection**
- **Duke Foundation – Doris Duke was a significant supporter of animal protection, but the trustees of her foundation chose not to support the field.**
- **Wall Street Journal snippet – Mellon art collection to the nation and Maddie’s Fund supporting dog welfare**

ANIMAL PROTECTION MOVEMENT – HISTORICAL PROGRESS BY DIAGRAM

Arbitrary
numerical
scale

Trend could go
down or up?

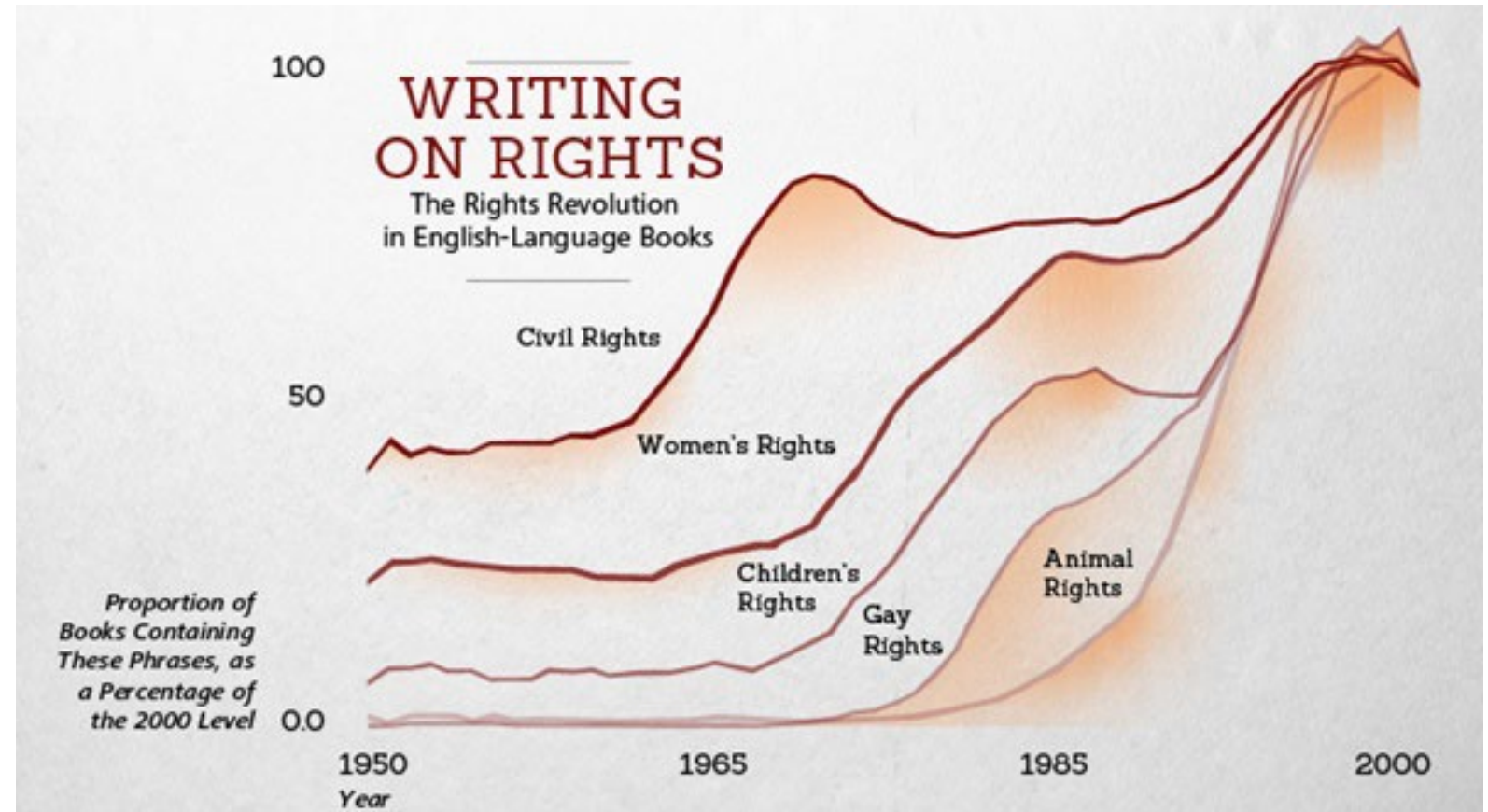


HISTORICAL “REACH” IN USA – 25 YEAR UNITS



ANIMAL PROTECTION MOVEMENT: HISTORICAL DEVELOPMENT

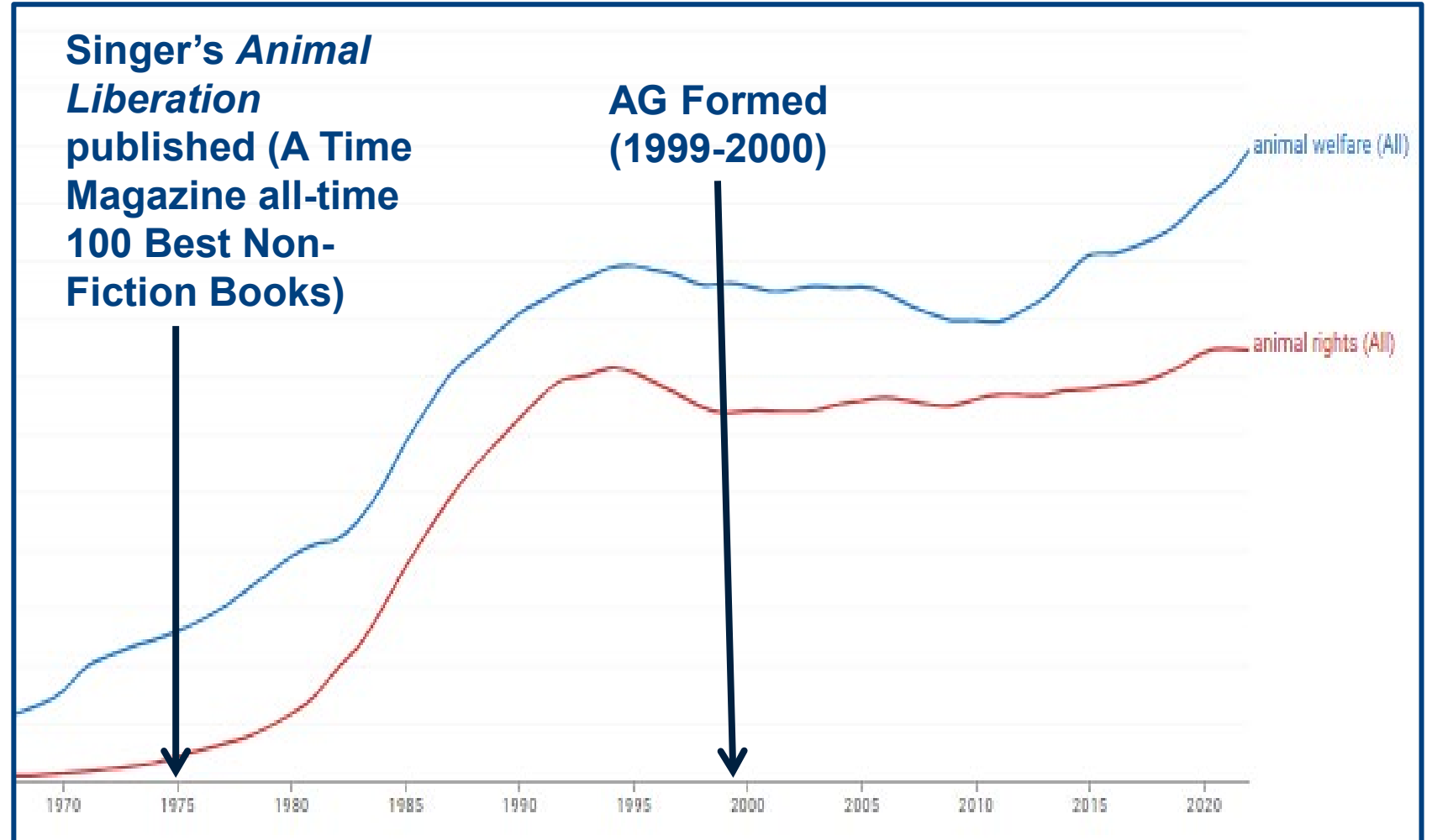
- Steven
Pinker's book
– *The Better
Angels of Our
Nature: Why
Violence has
Declined.*
(2011)





nGram View of Animal Welfare and Animal Rights (American English): 1970-2022

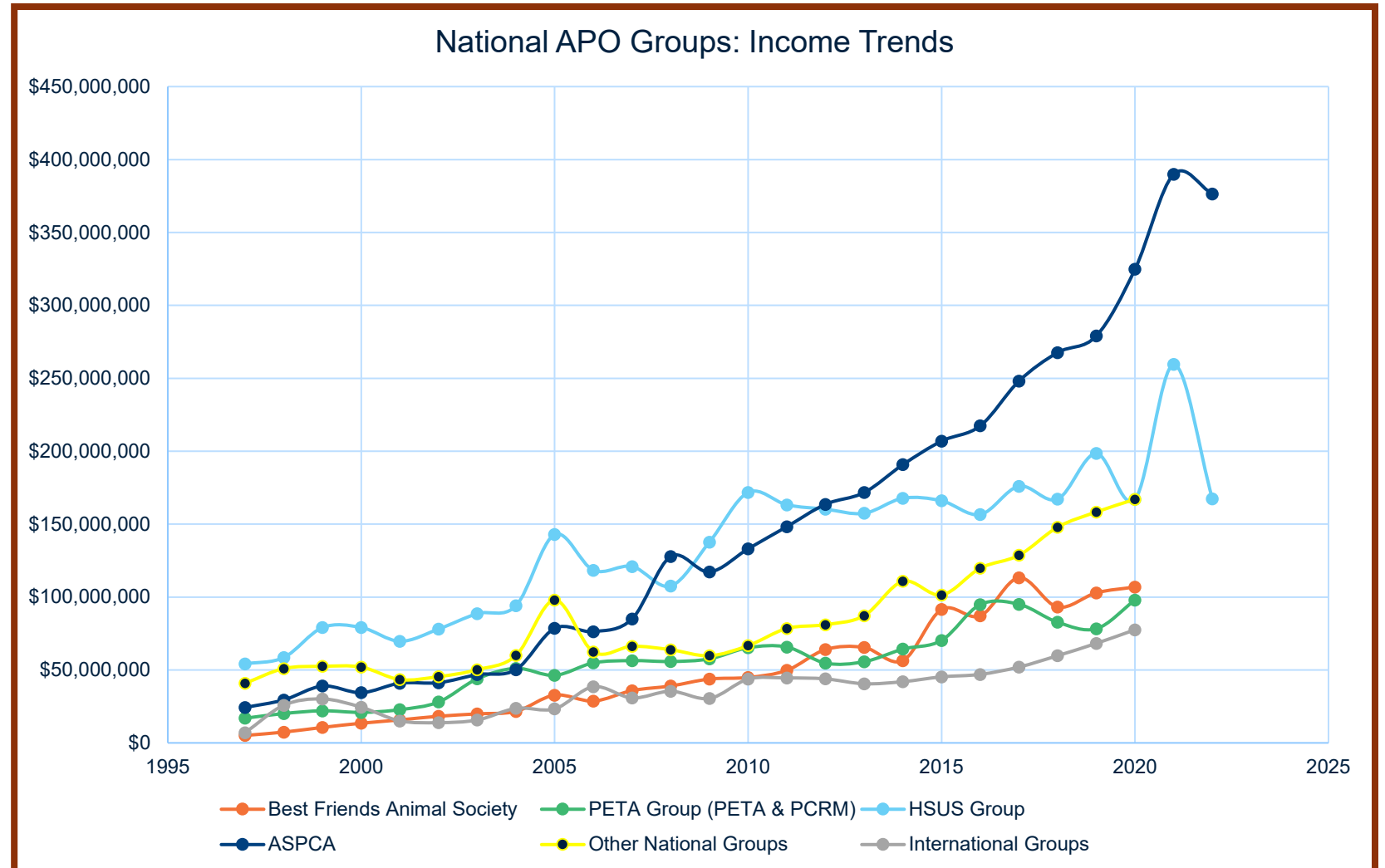
- The Google nGram Viewer tracks the frequency of words or phrases appearing in books (40 mill) scanned by Google (midpt of y-axis is .00007%)





National APO Income Growth

- **Not just income but the number of APOs has grown from around 6,000 in 2004 to 35,000 today.**





Animal & Environmental Protection, 2024

| Organization Category | Number | Revenue (millions) |
|--------------------------------------|--------|--------------------|
| Animal Organizations | 35,134 | \$8,669 |
| Animal Protection (shltrs & rescues) | 26,135 | \$6,397 |
| Other Animal Protection | 8,999 | \$1,272 |
| Municipal Animal Control (estd) | 2,060 | \$1,000 |
| Wildlife Conservation | 14,518 | \$8,161 |
| Environmental Organizations | 19,371 | \$18,762 |
| Totals | 69,023 | \$35,591 |
| Giving USA – Environment & Animals | | \$16,100 |

Data from Cause IQ, Accessed on May 26, 2024



Animal Organizations in the USA: 2024

The large national groups are placed in shelter category. Animal Service includes AKC and MSU Bulldog Club. Animal Alliances include AAVS and Delaware Valley Gun Club. The Denver Dumb Friends League is included as a Veterinary Organization

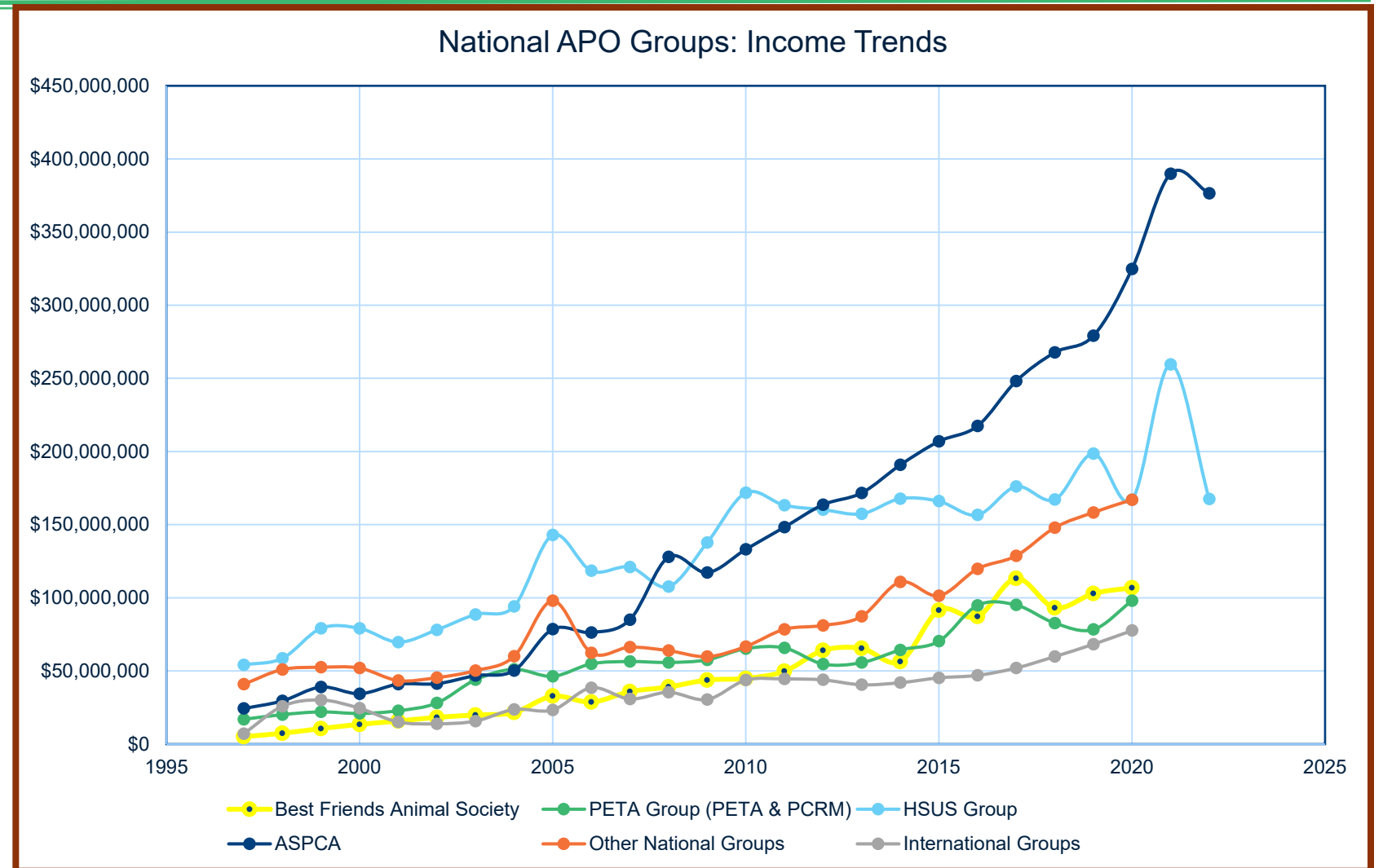
| Organizations | Number | Revenue (millions) |
|--|--------|--------------------|
| Animal Shelters & Rescues | 26,135 | \$6,397 |
| Animal Service Organizations | 2,998 | \$344 |
| Organizations supporting multiple NGOs | 1,050 | \$32.8 |
| Animal Alliances & Advocates | 845 | \$47.5 |
| Animal Societies | 819 | \$228.9 |
| Veterinary Organizations | 581 | \$451.9 |
| Animal Assistance Providers | 50 | \$23.9 |
| Totals | 35,134 | \$7,669 |

Per capita income has grown from around \$2 in 1950 to \$18 in 2024 – close to inflation (about 13-fold)



Public Support for Animal Protection

- While all national groups have grown, the ASPCA has been the most successful this century followed by Best Friends Animal Society





Animal Protection Areas

- **Farmed Animal – This century, farmed animal groups have grown from total annual income around \$8 million to \$120 million.**
- **Equine Protection has been the poor relation – 750 equine groups raise around \$70-80 million annually.**
- **Specialist laboratory animal groups spend around \$10 million.**
- **Wildlife sanctuaries are a mixed bag – difficult to evaluate.**



State Animal Protection

- **There are large variations in amounts raised by state animal protection organizations – nearly all focused mainly on companion animal issues.**
- **Utah is at the bottom (\$3 per capita) while Colorado (\$18 per cap), Hawaii (\$17 per cap) and Oregon (\$16 per cap) lead the state table. DC is at \$35 per cap but DC organizations raise funds from Maryland & Virginia donors. The US mean in 2016 is \$8.62 per cap.**



Animal Sheltering and Rescue - 1

- **US animal shelters can report significant success in the last fifty years. While companion animal populations have more than doubled, the number of dogs and cats entering US shelters and rescues has fallen by perhaps 75% and euthanasia has decreased by more than 90%. But challenges remain – Relatively little agreement on numbers.**

| National Shelter Animal Intakes (in Millions) | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|--------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| Shelter Animals Count (SAC) | 7.6 | 8.1 | 8.3 | 8.3 | 6.9 | 8 | 8.1 |
| Best Friends Animal Society (BFAS) | 5.4 | 5.3 | 5.345 | 5.36 | 4.26 | 4.3 | 4.4 |
| SAC/BFAS | 140.7% | 152.8% | 155.3% | 154.9% | 162.0% | 186.0% | 184.1% |



CONCLUSION

- While foundation giving to animal protection programs has increased faster than other giving areas this century, animal protection funding is still less than 1% of all US Foundation funding (around 0.25%).
- How does animal protection build respect and value for or is such respect simply a consequence of changing societal values (Farmed Animal Funders as an example of such value shifts?).
- Good progress so far and rapid growth in last 25 years.

BARS