What does Faunalytics do?

Faunalytics (https://faunalytics.org/) is a U.S.-based organization working to connect animal advocates with information relevant to advocacy. This mostly involves conducting and publishing independent research, working directly with partner organizations on various research projects, and promoting existing research and data for individual advocates through their website’s content library.

What are their strengths?

Faunalytics works to strengthen the animal advocacy movement by focusing on research mainly about farmed animals. We think that even small improvements made through research can substantially increase the number of animals helped if the research is applied by many animal advocates. Faunalytics’ programs support the animal advocacy movement by examining effective advocacy strategies, problem areas, and tactics, and by providing advocates with a curated database of academic research summaries. We believe that Faunalytics’ reports have the potential to influence priorities, inform the implementation of interventions, and build the field.

What are their weaknesses?

The effects of Faunalytics’ programs on animals are indirect and difficult to measure. Furthermore, we are uncertain about the extent to which their research has influenced individuals and organizations. However, we believe that advocacy research is a neglected intervention in the animal advocacy movement—Faunalytics’ work may fill this gap.

Why did Faunalytics receive our top recommendation?

DONATE
We find Faunalytics to be an excellent giving opportunity because of their strong programs aimed at strengthening the animal advocacy movement.

$ How much money could they use?

We believe that overall, Faunalytics continues to have room for $1,260,000 of additional funding in 2022 and $1,259,000 in 2023. We expect that they would use additional funds to hire additional research scientists, launch an internship program, host workshops, and organize research events.

Faunalytics was one of our Standout Charities from December 2015 to November 2021.

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