GIVING EVERYONE THE POWER TO HELP ANIMALS.

ANNUAL REPORT 2015

“Elephant” by digitalART2 is licensed under CC BY 2.0. August 18, 2007
America for Animals (AFA) is a new type of animal welfare organization – one that empowers advocates to promote compassion and fight cruelty in the communities where they live. We pursue this mission through direct participation in community-centered campaigns and by providing advocates with state-of-the-art web and mobile applications that help them connect, organize, participate, and, most importantly, make a difference in the lives of animals.

AFA is a 501(c)3 nonprofit organization. We are headquartered in San Diego, but work with highly skilled volunteers across the country.

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The Humane Eating Project continues to grow. The cost effectiveness of apps like The Humane Eating Project grows exponentially year after year. We forecast that in 10 years, each animal spared through The Humane Eating Project will cost us about 30 cents.

In 2012, we began developing mobile apps that make it easy for people to help animals. As we continue this work, we will look for additional ways to empower those who are new to the movement. We want to bridge the divide between animal activists and non-activists. We want to empower everyone, everywhere to do something for animals, no matter how big or small it may be.

In 2016, America for Animals will continue giving everyone the power to help animals.

Thank you for standing by our side, for speaking up, and most importantly, for caring. You motivate us every single day. We simply wouldn’t work without you.

JOHNATHAN WADLEY, PH.D. / FOUNDER & CEO

Thank you for standing by our side, for speaking up, and most importantly, for caring. You motivate us every single day. We simply wouldn’t work without you.

“I support AFA because I want to be a part of the animal welfare movement. I want to look back someday and say, ‘I was a part of that history when we were fighting for animal rights, to end animal suffering, and to better humanity.’ I can do something small or I can do nothing at all. I chose to do something, and together we will push the movement forward.” – Lusi Kumadi Perry
HIVE is buzzing amongst the volunteer team at AFA, since we just completed the test version for iOS. This version 1.0 will focus on events, allowing people to find local events that fit their interests. We've been optimizing the event filters through several tests with potential users to make HIVE as user-friendly and intuitive as possible.

Our designers have also been creating a beautiful look for HIVE, both on the mobile app and on the website. We are developing a robust marketing plan that will launch HIVE into the world so that everyone, activists or not, will know about this new, easy way to connect with other compassionate people and effective animal organizations.

Our team of volunteer developers worked hard to release the Android version of The Humane Eating Project this year. And their effort was worth it, with about 33% of our new installs coming in on Android. We focused on building analytics to track user acquisition, searches, and click-through so we can make effective use of the Google Grants we receive for advertising. In 2016, we plan to run various marketing experiments to maximize our return on investment to convert Google Grant money spent into installs. We are also working on version 2.0, which will feature major updates that will make The Humane Eating Project more social and news-oriented with an improved Humane Eating Feed.

AFA conducts one-day spay/neuter clinics in Tijuana, Mexico through our Compasión project. The clinics are held in impoverished areas of the city where access to veterinary services are nonexistent. Surgeries are provided at no cost to those who bring their companion animals to the clinic. All citizens are welcome and absolutely no one is turned away.

Since we started this program in 2013, we have spayed and neutered 861 dogs and cats at these clinics, 264 of which were this year. Additionally, 381 companion animal guardians have been educated on proper pet care, 158 of which were this year. AFA provides funding for the clinic, animal care and assistance, and humane education to pet guardians.

THE YEAR IN NUMBERS

- People reached with inspiring animal stories through AFA’s various social media channels: 4.8m
- Money secured for free online advertising and marketing through Google Grants: 109k
- Hours donated to help animals by AFA’s talented volunteers: 1,000+
- The growth in installs for the Humane Eating Project App: 156%
- Spayed & neutered at the Compasion clinic: 264 Dogs & Cats
- Loving animal companion guardians educated on proper pet care: 158 Guardians
- On The AFA Website: 131k Page Views
As someone who loves animals and also loves to cook and eat out, I really appreciate AFA’s Humane Eating Project app. I like everything they’re doing to create a safer world for all creatures and I especially admire their spirit — not preachy or sanctimonious, even a little light-hearted. Thanks AFA. Keep up the good work!” – Carol Lally

FINANCIALS

OVERHEAD RATIO 18.8%

REVENUE – Contributions

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<td>Administrative &amp; General Expenses</td>
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CHANGE IN NET ASSETS

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“Poplar Spring Animal Sanctuary” by Mark Peters Photography is licensed under CC BY 2.0. Nov. 2, 2014
THANK YOU, VOLUNTEERS!

Thank you to our incredible volunteers who enabled us to make every dollar go as far as possible by donating their time and expertise to America for Animals. Thank you... Sonali, Bani, Andrèw, Megan, Melinda, Jayne, Chad, Darina, Christopher B., Angelo, Siddharth, Aaron, Christopher C., Kyle, Kelli, Kāitlyn, Wenyang, Tim, Candace, James, Monika, Brooke G., Bhavana, Konur, Morgan, Dia, Ling, Shimon, Ellāine, Nithya, Jenny, Saranya, Kayla, Erika, Hanke, Veeresh, Elena, Jiānghuā, Olga, Rajani, Brooke L., Terre, Jaebin, Kathy, Yang, Robert, Angelika, Ayush, Stephanie M., Bogdan, Alexandra, Jacy, Parvathy, Alex, Dominique, Michelle, Jeanette, Ping, Yemi, Stephanie P., Chrissy, Jeff, Ramesh, Daniel, Krishnan, Sireesha, Břeanna, Sonali, Mangala, Rachel, Helene, Erin, Benazir, Anjita, Corinne, Jee, Deb, Jonathan S., Henry, Aditi, Annette, Arash, Thomas, Stephen W., Marty, Bobby, John, Kevin, Weiwei, and Gloria...

You make our work for animals possible.