

2019 Impact and Accountability Report



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Introduction

Welcome to our *Impact and Accountability Report*. It will show you our achievements during our first year of existence. During this year, we aimed at laying the foundations of the project and strengthening our strategy. Below you can find the financial details and our positive impact on animal lives. Nevertheless, in this introduction we would like to focus on our strategic framework.

We take an active part in the international effective animal advocacy movement. This field, in turn, is one of the main cause areas of the international effective altruism movement. Other causes of high priority for effective altruism include the alleviation of extreme poverty and the diseases associated with it, and the existential risks to humanity (climate change and nuclear war, among others).

The main idea behind effective altruism is that some ways of contributing to the common good are far more effective than others. As supporters of effective altruism, we ask ourselves how we can best contribute, with the time and/or money we are willing to offer, to achieve that common good.

This way of understanding our values has led us to focus on the protection of animals intended for human consumption. We believe that achieving better animal welfare standards on industrial farms and slaughterhouses is the most effective way we can put these values into practice.

Our campaigns are not chosen at random or by personal preference. We are helped by the work of other effective altruism organizations and animal science professionals dedicated to researching the type of intervention that brings the greatest benefit to the largest number of animals for every dollar invested.



We understand that, as a non-profit organization funded by donors and members, our responsibility is to maximize the positive impact of each dollar that is given to us.

Our team is committed to allocating part of the resources to improve the capacity of our cause in those countries where welfare in animal production is most neglected. In a globalized world, where animals raised in any country can end up being slaughtered or consumed in any other country, it is our responsibility to empower people who share our values, wherever they may be.

We hope that our approach will be able to reach other global causes in which the problems generated by intensive livestock farming are a common factor. We will be happy to share our knowledge with those who are working to solve them.

We hope that our first impact and accountability report will be of interest to you.

Regards,

Guillermo Moreno

Executive Director and Co-Founder

Mission and Vision

Equalia is a non-profit organization dedicated to improving the living conditions of the animals intended for human consumption with the lowest standards of animal welfare.

Our mission is to reach agreements with companies, institutions and stakeholders that positively affect as many animals intended for human consumption as possible.

Our vision is a world in which intensive livestock farming gives way to food production models that respect animal welfare.



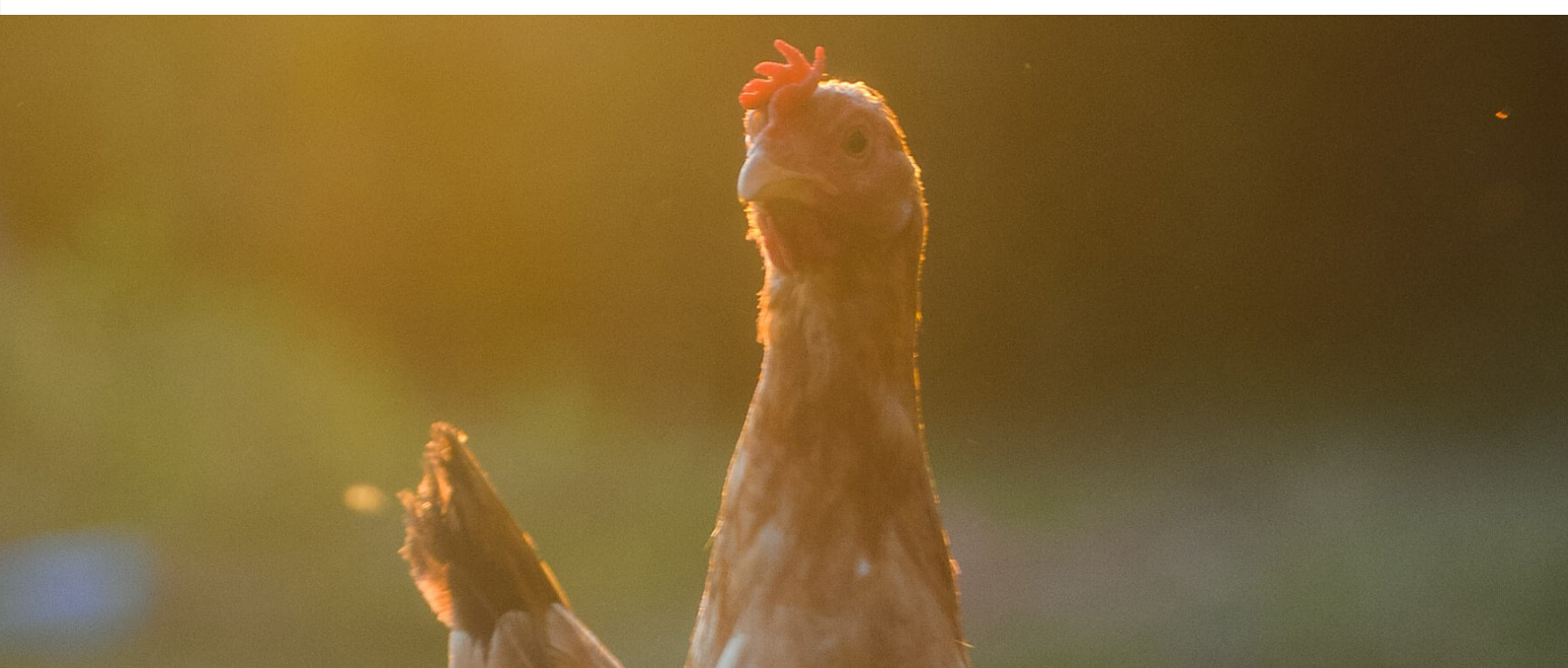
Lines of action

3.1 Awareness raising

We carry out cutting-edge investigative reports, showing food companies, regulatory bodies and society as a whole the irregular or especially cruel practices in intensive livestock farming.

3.2 Corporate outreach

We ensure that food companies comply with current animal welfare regulations, and we negotiate with their departments of corporate social responsibility to implement better standards that reflect animal science findings and current social awareness.





3.3 Institutional outreach

Existing animal production laws can be incrementally improved. We work with institutions and political groups, developing new regulations in line with advances in animal science.

3.4 Movement Building/ Capacity Building

We invest part of our resources in sharing knowledge with other international organizations in the field of effective protection of animals intended for human consumption. In particular, we try to help strengthen the capacity of organizations with limited resources operating in countries with the highest intensive animal production.

2019 Progress and 2020 challenges

2019 Progress

CCTV Cameras in Slaughterhouses Initiative

There are currently around 400 slaughterhouses in Spain. According to the [Spanish Ministry of Agriculture](#), 910 million animals were slaughtered in Spanish slaughterhouses in 2018. Animal welfare in the slaughterhouse is particularly important in controlling food safety. Moreover, ensuring good treatment at all stages of handling the animals (unloading, housing, driving to the slaughter line, stunning and bleeding) requires monitoring all of them to guarantee that there is no stress or suffering in any of them.

In 2019, large companies such as El Pozo or Carrefour joined our proposal. The latter already requests the installation of cameras in the slaughterhouses of all its suppliers of the store brand and the Quality and Origin line. At the institutional level, different advisory resolutions were supported in the regional governments of Castilla y León, Navarra and La Rioja, with the ultimate aim of approving a law requiring the use of cameras in slaughterhouses in each region.



2019 Progress

CCTV Cameras in Slaughterhouses Initiative

Developed work:

- ✓ Publication of investigative reports
- ✓ Corporate outreach
- ✓ Institutional outreach
- ✓ Internal growth

Achievements:

- ✓ 21 slaughterhouses installed surveillance cameras, positively impacting the welfare of millions of animals per year.
- ✓ Carrefour asked its store brand suppliers to install cameras in their slaughterhouses.
- ✓ Potential impact on media: 90M readers.
- ✓ Potential scope of research (viewed on Youtube): 400,000
- ✓ Recruiting an executive director and a campaign manager (cage-free egg campaign).
- ✓ Opening of the Corporate and Institutional Outreach Department.

2020 Challenges

European Chicken Commitment Initiative

910 million animals were slaughtered in Spain in 2018, and 695 million of them were chickens reared for meat production. The genetic selection of broilers has led to a 400% increase in broiler growth rate. These chickens reach market weight in 60% less time than broilers 50 years ago. The amount of breast meat (considered the premium cut today) on an individual bird increased by two-thirds. The impact of faster growth and enlarged breast muscle is highlighted by the long list of diseases these birds are becoming increasingly predisposed to suffering.

In 2020, we launched the [European Chicken Commitment](#) initiative. To this end, we will create a pioneering labelling for this sector that will allow consumers to identify with more clarity the different levels of animal welfare and food safety. This will be the first step working with companies to transition to the marketing of slower-growing chickens, with better standards in animal welfare, as well as their commitment to the measures included in the *European Chicken Commitment*.



Cage-Free Eggs Initiative

Almost 77% of laying hens in Spain are housed in cage systems, according to the Spanish Ministry of Agriculture, Fisheries and Food. That is more than 35 million birds. This contrasts with the situation of laying hens in other European countries such as Switzerland and Austria, with 100% cage-free production, while in Germany, the Netherlands and Sweden, the rate is around 90%. The EU average of cage-free birds is around 50%.

Already in 2017, the Consumer Survey prepared by Kantar WorldPanel found that 70% of Spanish households prefer consuming free-range eggs. According to data from the 2018 edition of the Study on Attitudes and Perceptions on Egg Consumption, 54% of the people surveyed would be willing to pay at least a 10% to 30% increase if they were guaranteed greater hen welfare.

This will be the context of the Cage-Free Eggs initiative we will launch in 2020. Our aim is to stimulate the transition to a cage-free egg production system, in line with animal science findings and consumer demands.



2020 Challenges

Work to be developed:

- CCTV Cameras in Slaughterhouses Initiative
- European Chicken Commitment Initiative
- Cage-Free Eggs Initiative
- International investigative reports
- Corporate outreach
- Institutional outreach
- Internal growth

Objectives:

- Getting half of the census of animals intended for human consumption in Spain (450M of animals per year) to be slaughtered in slaughterhouses with cameras.
- Getting 6 companies to commit to comply with the measures of the European Chicken Commitment.
- Getting 3 companies/institutions to implement policies to stock up only on cage-free eggs.
- Recruiting a press officer, a Head of Communication/Fundraising and a Manager of Corporate and Institutional Relations.
- International investigative report on egg production in cage systems.
- Opening of Communication and Fundraising departments.
- Allocating a minimum of 5% of resources to capacity-building in the movement for the protection of animals intended for human consumption.



5

Finances and accounting

Since we started our project, we have made accounting transparency one of our main foundations. This report is only the beginning, limited as we are by our current resources.

Making our accounts public is a necessary exercise of responsibility towards our members and donors. Likewise, we submit to the control of philanthropic entities belonging to the domain of effective altruism, which grant us private donations. We will continue along this path, increasing transparency mechanisms and always complying with good accountability practices.

We are a socially responsible organization that works with ethical banking whenever possible. Since our inception, we have combined coworking spaces with remote work, so we could devote the maximum possible percentage of our income to our campaigns and initiatives. Our entire team is now working remotely, and we will continue to do so on a regular basis.

David Herrero

Chairman and Co-Founder



5.1 Accounting

Our tax, labor and accounting management is carried out by the Kinema Cooperative, located at Ronda de Atocha 18, 1ºC - 28012 Madrid. Our financial report is broken down in Annexes 1 and 2 (original docs in Spanish by Kinema).

5.2 Balance Sheet

Change to dollars as of December 30, 2019.

Assets

Current assets	\$72,272.80
Non-current assets	\$3,102.40
Total assets	\$75,375.20

Liabilities

Current liabilities	\$1,409.50
Total liabilities	\$1,409.50

Equity	\$73,965.70
Net equity and liabilities	\$75,375.20

5.3 Income and expenses

Our organization is financed largely by effective altruism, an international movement that, among other activities, supports philanthropic programs that grant donations to projects dedicated to especially neglected causes with high capacity for social transformation. To access these donations, organizations need to prove high effectiveness in selecting and delivering their campaigns, or high potential for delivering results.

In 2019, we obtained donations from the *Center for Effective Altruism (Effective Altruism Animal Welfare Fund)*, *Animal Charity Evaluators* and *The Pollination Project*.

Our members and donors are a key part of our funding. Thanks to their contributions and donations, we have access to a diversity of financial sources that is vital for the viability of our project in the medium and long term.

Any financial aid is essential for an organization as young and small as Equalia. 2019 was our first year working on raising funds from individuals, most of which have been obtained by word of mouth.





Our challenge for 2020 is to increase the social base of economic support by developing a more specific work in this indispensable area. In the complex current context, given the international health crisis and its foreseeable subsequent economic crisis, this is going to be quite a challenge.

For many years we have been devoted to the protection of animals intended for human consumption, advocating for the transition to a sustainable food system, and we will continue to do so.

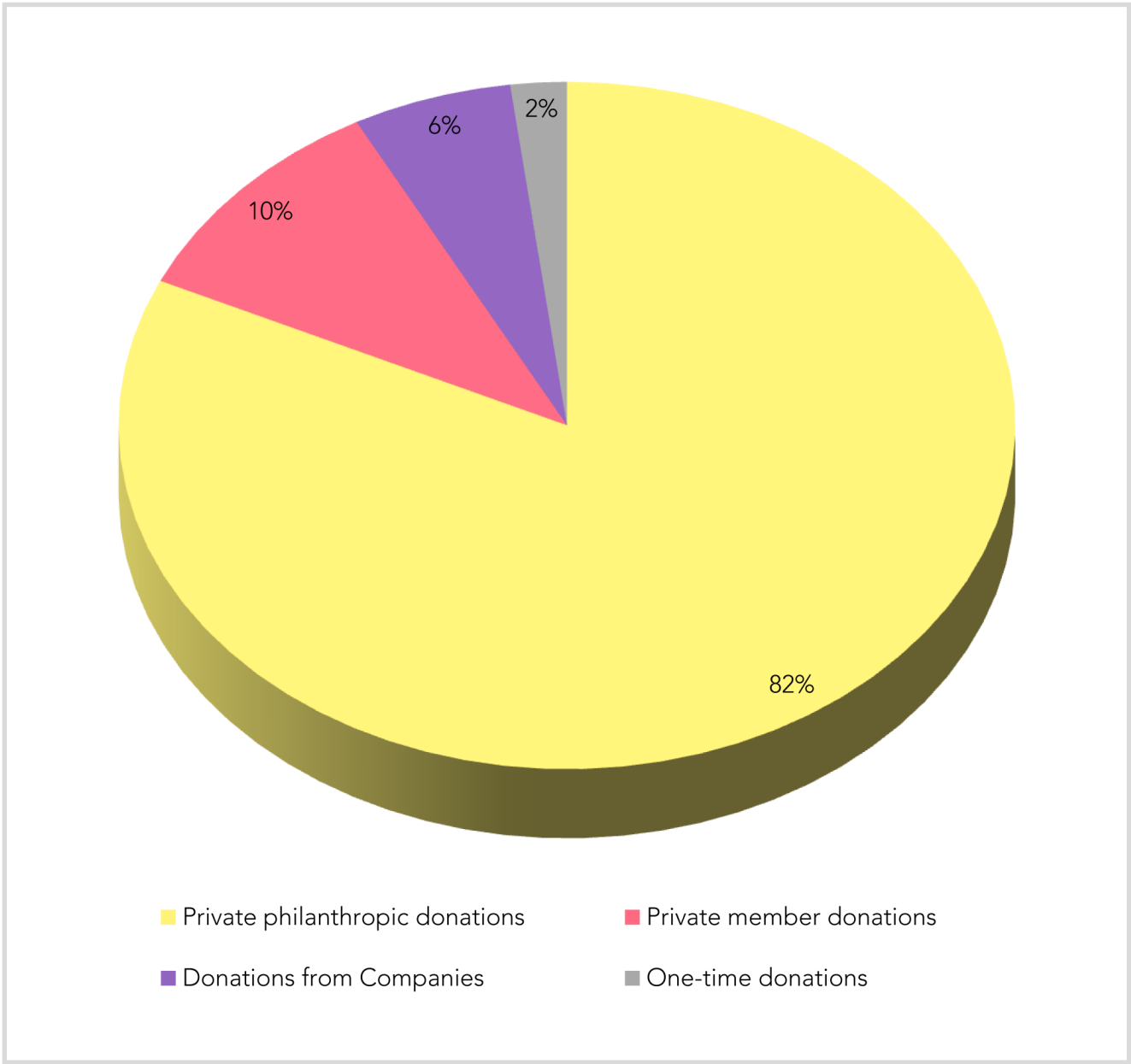
Thus, we accept the challenge. We hope to count on you to continue building a food system that is not only sustainable, but also fair and humanitarian. If you already support us financially, we want to thank you for your trust. Without you, we would not have made it this far.

José Ramón Mallén

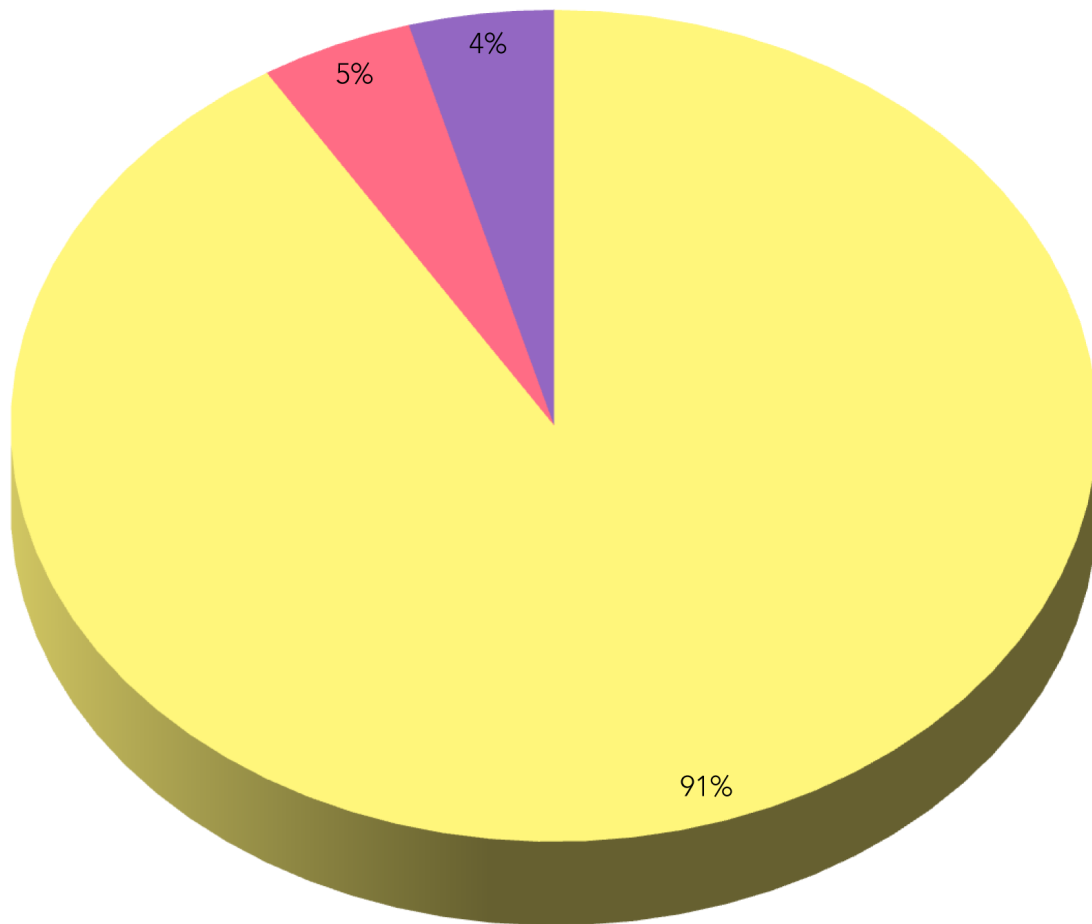
Communications and
Fundraising Manager



Revenue ratio



Expense ratio



■ Campaigns

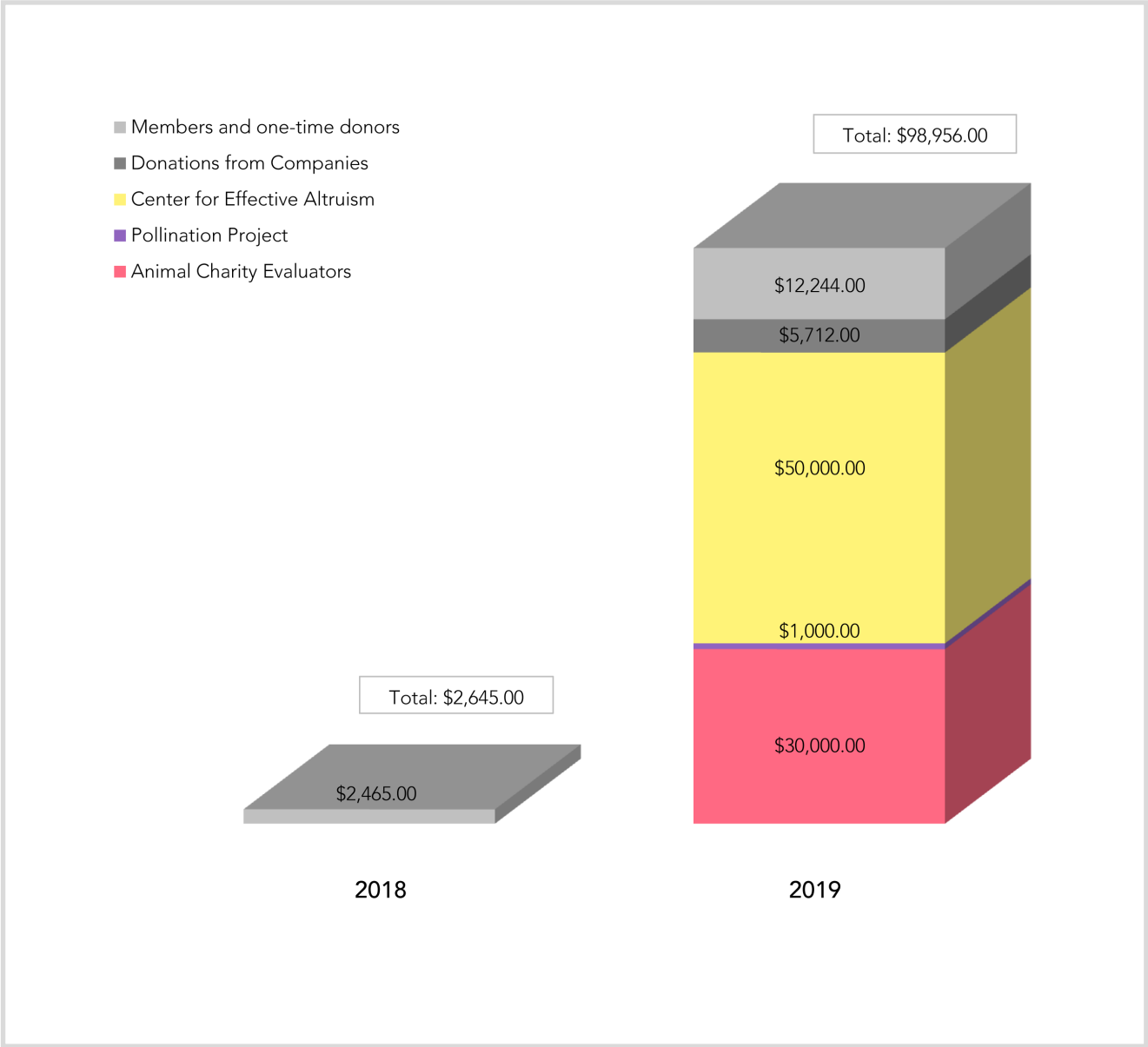
■ Administration

■ Other expenses

Major expenditures (change to dollars as of December 30, 2019)

- Wages and salaries: \$12,187.40
- Social security paid by the company: \$3,991.40
- Other campaign expenses: \$7,866.60
- Services of independent professionals: \$2,504.00
- Banking and similar services: \$437.70

5.4 Annual growth



Structure

Currently, our team is composed of five paid professionals. We also rely on an Advisory Board that altruistically advise us in different operational areas. Moreover, we have the invaluable help of a network of volunteers, with specialized professional profiles, who carry out specific work in an altruistic way, and a network of volunteers who help us in a wide range of indispensable jobs in our campaigns and initiatives.



6.1 Introduction to our team



Guillermo Moreno Alberquilla
Executive Director and Co-Founder



David Herrero Hidalgo
Chairman, Co-Founder and Head of
the Administration Area



Amada Perales Ferrer
Corporate and Institutional
Outreach Manager



María Villaluenga García
Press Relations and Spokesperson



José Ramón Mallén Vargas-Machuca
Communications and Fundraising Manager

6.2 Governance

Equalia is managed and represented by a Board of Directors comprised of a Chairperson, a Secretary, and a Vice-Chairperson. These positions are and will be unpaid, and they are appointed, extended and/or revoked by the General Meeting every 2 years. The General Meeting is made up of all the members.

Moreover, once a year a regular meeting is held at which all the members of the General Meeting are convened to explain the work carried out that year, explain and approve the annual accounts and solve any doubts.



General information

Equalia 2018 (Equalia), holder of Tax ID No. (CIF) G88148028, with registered office at calle Palomares nº17 1ºD, Madrid, is a non-profit association legally registered in the National Register of Associations: section 1 / National Number: 615639.

Foundation: May 2018

Contact details: info@equaliaong.org

Phone No.: +34 692671630



Annexes

Annex 1

Income and expenditure report

EQUALIA 2018

Listado de cuentas anuales (Pérdidas y Ganancias)

Pág. 1

Ejercicio: 2019, Periodo: Apertura-Diciembre (Euros)

	(Debe) Haber
A) Excedente del ejercicio	65.072,67
1. Ingresos de la actividad propia	88.612,51
a) Cuotas de asociados y afiliados	9.135,67
720 CUOTAS DE ASOCIADOS Y AFILIADOS	9.135,67
d) Subvenciones, donaciones y legados imputados al excedente del ejercicio	79.476,84
740 SUBVENCIONES, DONACIONES Y LEG. A LA EXP	79.476,84
3. Gastos por ayudas y otros	150,95-
c) Gastos por colaboraciones y del órgano de gobierno	150,95-
654 REEMBOLSOS DE GASTOS AL ÓRGANO DEL GOBIERNO	150,95-
8. Gastos de personal	14.482,42-
640 SUELDOS Y SALARIOS	10.909,52-
642 SEGURIDAD SOCIAL A CARGO DE LA EMPRESA	3.572,90-
9. Otros gastos de la actividad	8.657,53-
623 SERVICIOS DE PROFESIONALES INDEPENDIENT.	2.241,44-
625 PRIMAS DE SEGUROS	16,00-
626 SERVICIOS BANCARIOS Y SIMILARES	391,84-
627 PUBLICIDAD, PROPAGANDA Y RELACIONES PUBL	45,76-
629 OTROS SERVICIOS	4.804,69-
634 AJUSTES NEG. EN LA IMPOSICIÓN INDIRECTA	1.157,80-
10. Amortización del inmovilizado	248,94-
681 AMORTIZACIÓN DEL INMOVILIZADO MATERIAL	248,94-
A.1) EXCEDENTE DE LA ACTIVIDAD (A.1+A.2+A.3+A.4+A.5+A.6+A.7+A.8+A.9+A.10+A.11+A.12+A.13)	65.072,67
A.3) EXCEDENTE ANTES DE IMPUESTOS (A.1 +A.2)	65.072,67
A.4) Variación de patrimonio neto reconocida en el excedente del ejercicio (A.3+A.20)	65.072,67
I) RESULTADO TOTAL, VARIACIÓN DE PATRIMONIO NETO EN EL EJERCICIO(A.4+D+E+F+G+H)	65.072,67

Annex 2

Balance Sheet

EQUALIA 2018

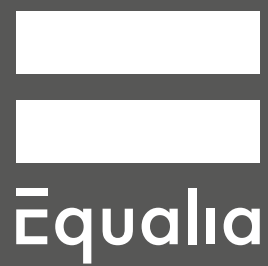
Listado de cuentas anuales (Balance de Situación)

Pág. 1

Ejercicio: 2019, Periodo: Apertura-Diciembre (Euros)

Activo		Pasivo	
A) ACTIVO NO CORRIENTE.	2.777,12	A) PATRIMONIO NETO	66.210,47
III. Inmovilizado material	2.777,12	A-1) Fondos propios	66.210,47
219 OTRO INMOVILIZADO MATERIAL	3.026,06		
281 AMORT. ACUM. DEL INMOVILIZAD	248,94-	III. Excedentes de ejercicios anteriores.	1.137,80
		120 REMANENTE	1.137,80
B) ACTIVO CORRIENTE.	64.695,05	IV. Excedentes del ejercicio.	65.072,67
		623 SERVICIOS DE PROFESIONALE	2.241,44-
		625 PRIMAS DE SEGUROS	16,00-
		626 SERVICIOS BANCARIOS Y SIMI	391,84-
		627 PUBLICIDAD, PROPAGANDA Y	45,76-
		629 OTROS SERVICIOS	4.804,69-
		634 AJUSTES NEG. EN LA IMPOSICI	1.157,80-
		640 SUELDOS Y SALARIOS	10.909,52-
		642 SEGURIDAD SOCIAL A CARGO	3.572,90-
		654 REEMBOLSOS DE GASTOS AL	150,95-
		681 AMORTIZACIÓN DEL INMOVILI	248,94-
		720 CUOTAS DE ASOCIADOS Y AFI	9.135,67
		740 SUBVENCIONES, DONACIONE	79.476,84
VIII.Efectivo y otros activos líquidos equivalen	64.695,05	C) PASIVO CORRIENTE	1.261,70
572 BANCOS E INSTIT. DE CRÉDITO C/C	64.695,05		
TOTAL ACTIVO (A+B)	67.472,17	VI. Acreedores comerciales y otras cuentas	1.261,70
		2. Otros acreedores	1.261,70
		475 HAC. PUB. ACREEDORA POR	185,13
		476 ORGANISMOS DE LA SEG.SOC	1.076,57
		TOTAL PATRIMONIO NETO Y PASI	67.472,17





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