

Financial influence of activist groups up significantly in 2004

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Summary

According to the December 2005 issue of *Animal People*, the International Fund for Animal Welfare (IFAW) increased its revenues by a staggering 530 percent in 2004 while animal rights activist groups improved overall donations by an alarming 40 percent. The publication, which bills itself as “news for people who care about animals,” publishes the annual article “Who Gets the Money” reviewing animal charity budgets based on the Internal Revenue Service Form 990 filings the groups are required to submit.

Background

Animal People's list includes mainstream animal protection groups like the African Wildlife Foundation and Conservation International (which are not part of the calculations included in this article) and more radical animal rights groups like People for the Ethical Treatment of Animals (PETA), Humane Society of the United States (HSUS), Farm Sanctuary and the extremely radical Compassion Over Killing. Importantly, some of the most radical groups, like Stop Huntingdon Animal Cruelty (SHAC), Hugs for Puppies and Animal Defense League did not file tax documents, yet were responsible for multiple attacks on law-abiding businesses, their owners and employees.

Increasing financial influence

The International Fund for Animal Welfare generated \$77.5 million in revenue in 2004, pushing HSUS to No. 2 in terms of the most financially powerful animal rights activist groups. However, HSUS revenue still totaled \$74 million, which was a 3 percent increase from 2003. The third largest animal rights activist group, the Massachusetts Society for Prevention of Cruelty to Animals, which has effectively been hijacked by animal rights extremists, saw its revenue jump 11 percent, to total \$48.2 million.

People for the Ethical Treatment of Animals reported \$28.1 million in earnings in 2004 – a significant 20 percent increase from the previous year. The PETA-affiliated Physicians Committee for Responsible Medicine (PCRM) and the PCRM Foundation combined for \$16 million in donations, up from \$12 million in 2003.

Twenty-three animal rights organizations from the *Animal People* article focus at least part of their activities against animal agriculture (please see accompanying *Given/Earned* table). The combined budgets for these organizations

Given/Earned	2004 (\$millions)	2003 (\$millions)	Change
International Fund for Animal Welfare (IFAW)	77.5	12.3	530%
Humane Society of the United States/Fund for Animals	74.0	71.6	3%
Massachusetts SPCA	48.2	43.6	11%
People for the Ethical Treatment of Animals (PETA)	28.1	23.5	20%
EarthJustice	20.7	18.9	10%
Physicians Committee for Responsible Medicine (PCRM)	10.2	9.0	13%
PCRM Foundation	5.8	4.0	45%
Farm Sanctuary	4.2	3.4	24%
Friends of Animals (FoA)	3.9	3.8	3%
Animal Legal Defense Fund	3.6	3.0	20%
Doris Day Animal League	N/A	2.7	N/A
Animal Protection Institute	3.2	1.5	113%
In Defense of Animals	3.2	2.7	19%
Animal Welfare Institute	2.9	1.8	61%
Humane Farming Association	2.2	1.9	16%
VIVA (UK)	N/A	1.2	N/A
Food Animal Concerns Trust (FACT)	0.6	0.5	20%
Farm Animal Reform Movement	0.4	0.5	-20%
Animal People	0.4	0.3	33%
Compassion Over Killing	0.3	0.2	50%
Association of Veterinarians for Animal Rights	0.2	0.3	-33%
United Poultry Concerns	0.2	0.1	100%
International Society for Animal Rights	0.1	0.5	-80%

exceeded \$200 million in 2003 and totaled well more than \$290 million in 2004.

Activist assets continue to grow

The 2004 federal forms on which *Animal People's* report was based were not available for the Doris Day Animal League and Viva!UK and the 2003 and 2004 forms were not available for the Global Resource Action Committee for the Environment (GRACE), PETA Foundation, Animal Rights International and Viva!USA.

However, the available information shows financial assets of the most influential activist groups are growing. In 2004, PCRM Foundation assets gained 231 percent in value while the assets of the Massachusetts Society for Prevention of Cruelty to Animals increased 33 percent, to total nearly \$110 million. Other activist groups registering double digit asset gains include PETA (51%), the Animal Welfare Institute (55%), Animal Protection Institute (42%) and Animal Legal Defense Fund (29%). Overall, activist assets increased 3 percent during 2004; less IFAW's contribution, which was probably quite significant (please refer to accompanying *Assets* table).

Activist executive positions pay

The *Animal People* article also reports on the salaries of chief executives, top-paid staff and consultants. At HSUS, salaries for top executives were up by an average of 23 percent in 2004. The increase was driven by retiring President Paul Irwin, who made \$510,680 in 2004, 58 percent more than the year before. According to Guidestar, an independent guide to charities, the normal salary for a charity worth \$50 million or more escalated from \$260,000 to \$320,307 in 2004, a 23 percent increase.

The accompanying *HSUS Compensation* table lists some of the top-paid HSUS staff in 2004, but excludes current

HSUS Compensation		
Individual	Position	2004
Paul Irwin	President/CEO	\$510,680
Patricia Forkan	Executive Vice-President	\$194,666
Andrew Rowan	Executive Vice-President	\$195,707
John Grandy	Senior Vice-President	\$156,016
Jan Hartke	Executive Director	\$142,237
Martha Armstrong	Senior Vice-President	\$131,215
Total		\$1,330,521

Assets	2004 (\$millions)	2003 (\$millions)	Change
Humane Society of the United States/Fund for Animals	111.0	119.9	-7%
Massachusetts SPCA	109.7	82.6	33%
EarthJustice	27.8	25.2	10%
International Fund for Animal Welfare (IFAW)	N/A	23.4	N/A
People for the Ethical Treatment of Animals (PETA)	11.5	7.6	51%
PCRM Foundation	8.6	2.6	231%
Humane Farming Association	7.2	6.9	4%
Friends of Animals (FoA)	5.7	5.7	0%
Farm Sanctuary	5.4	4.5	20%
Animal Welfare Institute	4.8	3.1	55%
Animal Protection Institute	3.7	2.6	42%
Animal Legal Defense Fund	3.6	2.8	29%
In Defense of Animals	3.3	2.8	18%
International Society for Animal Rights	2.9	3.0	-3%
Physicians Committee for Responsible Medicine (PCRM)	2.8	4.0	-30%
Food Animal Concerns Trust (FACT)	1.8	2.2	-18%
Doris Day Animal League	N/A	0.8	N/A
Farm Animal Reform Movement	0.6	0.6	0%
VIVA (UK)	N/A	0.3	N/A
Association of Vets for Animal Rights	0.3	0.3	0%
United Poultry Concerns	0.2	0.2	0%
Compassion Over Killing	0.2	0.1	100%
Animal People	0.1	0.0	
Total	311.2	301.2	3%

President Wayne Pacelle, whose estimated income is more than \$350,000, CFO/Treasurer Thomas Waite (estimated at more than \$165,000) and Roger Kindler, vice-president and general counsel (estimated at more than \$160,000).

Missing figures add to influence

Top earners are suspiciously missing from the list and the highest paid MSPCA employees are especially conspicuous in their absence. In 2003, MSPCA Vice President Paul Theran and CEO Louise Mackisack together earned nearly half a million dollars. In fact, the yearly salary for MSPCA's top nine earners averages more than \$177,000 per person a year.

Separately, HSUS budgeted nearly \$6 million for "cruelty investigations and regional offices," more than \$2.5 million for "legal assistance, litigation and government relations" and almost \$2 million for "laboratory bioethics and farm animals." Importantly, by admission from its own executives, HSUS spends no money on animal welfare research to find solutions to the issues it claims are problems for farm animals.

Key Points

- *Animal People's* annual "Who Gets the Money" report shows the International Fund for Animal Welfare (IFAW) had a particularly strong year in 2004 (income up 530%) and overall, animal rights activist groups received 40 percent more in donations during 2004.
- The combined budgets of the 23 organizations that focus at least part of their activities against animal agriculture exceeded \$290 million in 2004. Total activist group assets are also on the rise, increasing more than 3 percent during 2004.
- The People for the Ethical Treatment of Animals reported 20 percent more in earnings during 2004 (\$28.1 million) while the PETA-affiliated Physicians Committee for Responsible Medicine and the PCR Foundation combined for \$16 million in donations, up from \$12 million in 2003.
- *Animal People* also reports that salaries are increasing for chief executives, top-paid staff and consultants. At HSUS, for example, salaries for top executives were up by an average of 23 percent in 2004. The normal salary for a charity worth \$50 million improved 23 percent in 2004.