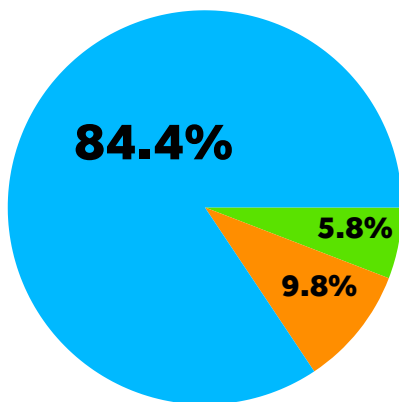


DONATIONS

Donations to Pro-Animal Future fall into three categories: grassroots donors (<\$1,000 per year), large individual donors (\$1,000-\$10,000), and grants from philanthropic foundations (>\$50,000).



2024 Donation Breakdown

- Grassroots Donors: \$34,240
- Large Individual Donors: \$57,427
- Philanthropic Grants: \$495,000

Philanthropic Foundations

The majority of PAF's support comes from grants from foundations dedicated to farmed animal advocacy. Our largest supporters include The Phauna Foundation, The Navigation Fund, Craigslist Charitable Fund, Karuna Foundation, and Animal Charity Evaluators. All these grants are given unconditionally to support PAF's existing work.

Large Individual Donors: The Future Circle

PAF is launching The Future Circle for community members giving over \$1,000 annually. These donors are highly committed to our mission and often contribute professional expertise, advice, and influential networks beyond their financial support. 2025 donors will help shape this new program.

Grassroots Donors

Small donations come primarily from PAF activists (including monthly donors) and supporters reached through social media, blogs, and digital petitions. We're scaling up digital outreach in 2025 to build a stronger grassroots donor base.

NOTE ON FUNDING ASYMMETRY

Social wealth inequality has made nonprofits like PAF disproportionately reliant on larger donors—the breakdown above is typical for nonprofits our size. However, to fund statewide ballot campaigns, we must significantly strengthen our grassroots and large individual donor base. Eventually, we should come close to even thirds across these categories.



EXPENDITURES

Full-Time Roles

Over half of PAF and Pax Fauna's combined budget supports full-time staff, averaging \$63,000 per role including salary, benefits, and costs. We offer flat salaries pegged to MIT's [living wage calculator](#), ranging from \$54,800 to \$60,800 in 2025 (depending on region.)



Current Positions (Total \$464,000 for 2025)

PAF uses a "hub and spokes" model with Campaign Directors forming the Organizing Circle and specialized Comms Circle members serving the entire network:

- **Policy Research Lead (Eva):** Develop policy drafts and coordinate the Organizing Circle
- **Campaign Directors (Anne, Cady, Sam):** Recruit and organize activists for regional field campaigns
- **Comms Lead (Olivia):** Coordinate Comms Circle and manage press relations
- **Social Media & Content Lead (Natalie):** Recruit through social media and produce video ads
- **Digital Strategy Lead (Dani):** Engage activists and donors through email, and maintains websites
- **Strategy Lead (Aidan):** Set long-term strategy, raise philanthropic grants, and direct hiring/personnel

OTHER EXPENSES

PAF's expenses vary depending on campaign activity. We are running two ballot initiatives for the 2026 election cycle (D.C. and Denver) while focusing on conventional lobbying in Portland. Campaigns in Oregon and Arizona for the 2028 election can begin as early as Summer 2026. Funding determines how many campaigns we can operate.

Fixed Costs (Annual)

- Administration (accounting, software, etc.): \$50,000
- Digital contractors (design, websites, Stampede): \$12,000
- Training & Professional Development: \$10,000

Costs Per Ballot Initiative (Biennial)

- Field operations (supplies, permits, events): \$35,000
- Professional Lobbyist: \$25,000
- Advertising: \$100,000-\$250,000+



Questions? Contact Aidan

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