

Animal Think Tank



Our mission: to build a mass social movement to achieve the institutional and cultural shifts that will end the exploitation of animals.

Our budget: £750,000 will fund the development and organisation of thousands of activists.

Our Theory of Change

Successful movements nurture a diverse ecology of approaches. Long-term community organizing and judicious mass protests are key components of such ecologies:



We aim to:

- build a network of grassroots campaign groups;
- align the movement behind a meta-narrative; and
- support the empowerment of ordinary people,

by:

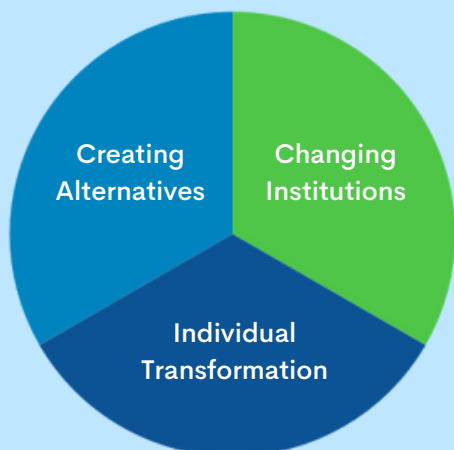
- identifying potential grassroots leaders;
- training these leaders; and
- seeding campaign groups,

in order to:

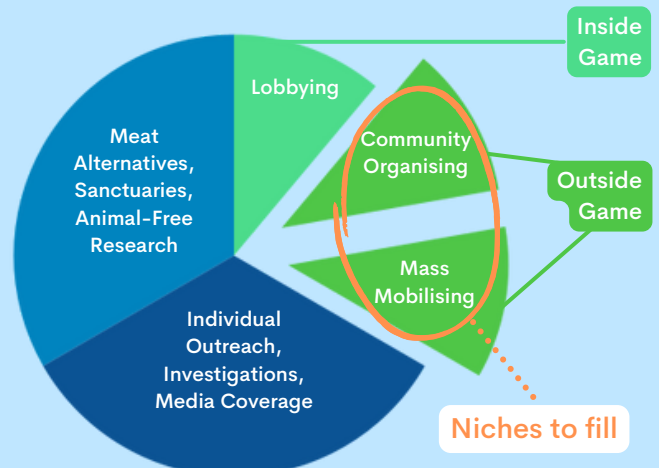
- build public support and pressure for legal and wider societal change.



Movement Ecology Framework



Completing the Ecology





Our Story

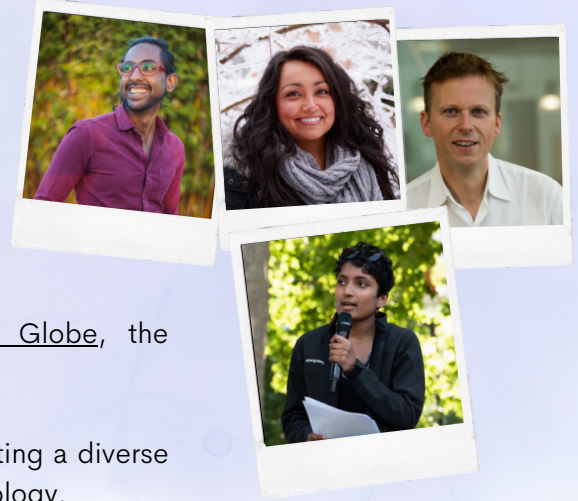
We formed in 2018 as three full-time volunteers:

- an economist specialising in impact assessment;
- a management scientist specialising in the effective delivery of large, complex projects; and
- a full-time animal rights activist.

Our leadership team has co-founded Animal Rebellion, Ethical Globe, the Veterinary Vegan Network, and many more.

We are investing in building a people-powered movement by supporting a diverse team of 30 professional activists to strengthen the Animal Freedom ecology.

Our Leadership Team



Our Work Streams

Our 2021-23 work is organised into four programmes:

Organisation Building
Leadership and capacity development



Story-based Strategy
Meta-narrative, messaging, milestones



Movement Foundations
Governance, culture, leadership

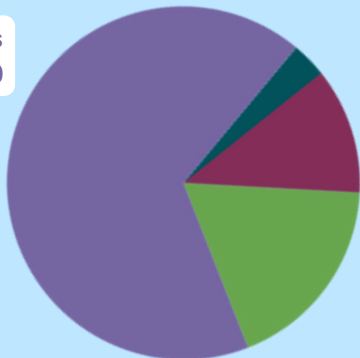


Movement Building
Launch/train organisers and groups



2023 Budget: £750,000

Programs
£505,000
(67%)



Fundraising
£23,000 (3%)

Overhead
£88,000 (12%)

Core Salaries
£135,000
(18%)



Why Us, Why Now?

- Funders must diversify across the ecology to leverage their current investments.
- Unless we fund movement building, other investments in the wider ecology will not reach their full potential.

We would love to partner with you in ending animal exploitation.

You can make a donation to us via PayPal.

More broadly, to discuss options to support our work, please reach out to Pranav Merchant - pnm@a-tt.org.

animalthinktank.org.uk