

Building the movement to **end** factory farming

Foreword

by Katie Cantrell

When I founded FFAC back in 2010, the world was a different place—factory farming was a fringe issue only addressed by animal advocacy groups, and climate change seemed a distant and abstract concern. We spoke to students who had never before considered where their food came from, many of whom didn't even know that bacon came from pigs and hamburgers from cows.

Today, we face a very different landscape—for better and for worse. Everyone from the United Nations to the Pope is calling for a reduction in meat consumption, undercover investigations go viral on TikTok, and many people have experienced the effects of climate change firsthand through fires, droughts, and floods.



With a new generation of students who are more plugged in and activism-oriented than ever before, our focus is no longer simply exposing the existence of factory farming, but rather on creating deep and lasting engagement with the next generation of leaders.

The dedication of both FFAC's staff and the students they empower is a powerful source of optimism in these uncertain times. Thank you for helping to equip the next generation of changemakers with the skills that they need to end factory farming and build a sustainable, compassionate world.



Katie Cantrell

Katie Cantrell, Founder and Board Chair

**We empower people to end factory farming.
We envision a just and sustainable food system for all.**



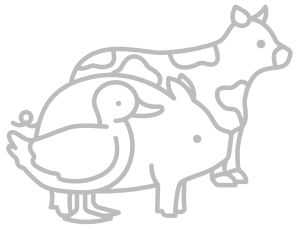
Dear Friends,

Factory Farming Awareness Coalition has evolved significantly over the last three years. During the pandemic, we were forced to innovate, turning our local Bay Area internship program into a robust and effective training ground for high school and college students nationwide.

We have maintained classroom programming. Now, however, our educators not only raise awareness but also motivate students to join our Advocacy Institute. FFAC's Advocacy Institute provides these young people with a supportive community, equips them with the necessary background knowledge and relational literacy, and connects them with collaborating organizations to do real work and gain on-the-ground experience.

Monica Chen
Executive Director

Our approach is designed to build significant and lasting capacity for the movement to end factory farming.



10 billion animals are slaughtered each year in the US.
99% of those animals are raised on factory farms.

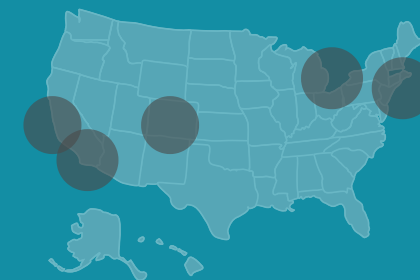
The most pressing needs for students to succeed in their advocacy efforts are consistency, support, knowledge, and training.



To date, we have worked with 250k+ students and trained 300+ student advocates.



8,000+ lessons in high schools and colleges



Empowering students in 5 regions across the country



Values

Fierce Competence

We focus on achieving the greatest impact by effectively empowering the largest number of people.

Humble Self-Awareness

We recognize that we don't have all the answers and will listen to others, including those we believe we disagree with, to grow as individuals and as an organization.

Ready Adaptation

We understand that social and informational contexts evolve, and seek new knowledge to update our perspectives and optimize our approach.

Inclusive Collaboration

We strive to see beyond our egos to meet others where they're at and collectively strengthen our impact.

Caring Accountability

We show our commitment to one another and our cause by holding ourselves to a standard no lower than excellence, openly addressing issues with honesty and directness.

Our Programs

Our three programs integrate to cultivate feedback loops in students' communities. Our curriculum is designed to meet students where they are, while challenging the many myths and misconceptions of our current food system.



Our classroom programming educates high school and college students about the impacts of factory farming on the environment, marginalized groups, public health, and nonhuman animals.



Motivated students apply to participate in our semester-long Advocacy Institute. This program has both an educational and a practical component, equipping them with comprehensive knowledge and experiential training to advocate successfully in their communities.

Students who complete the Advocacy Institute become members of FFAC's Leadership Collective. The Leadership Collective aims for both near-term impacts in members' communities and long-term capacity building.

Movement collaborations

In 2022, we've expanded our partnerships and extended our reach.

Our Advocacy students worked with organizations across the country such as Balanced, Better Food Foundation, Mercy for Animals, The Humane League and also collaborated on a number of projects with groups such as Farm Forward, Friends of the Earth, Greener by Default, Good Food Institute, and the Raven Corps.

On the following pages, you'll find some examples of these partnerships.



The Humane League collaboration



Sophia Lewis held a banner-holding event in the San Francisco Bay Area pressuring 7-Eleven to follow through with their cage-free commitments.

"It was definitely outside of my comfort zone but I learned a lot from the other people there and it felt like I was tangibly affecting change."

Sophia Lewis, college advocate



Cameron Meredith organized a corporate advocacy community-building event in Raleigh, North Carolina, during which regional activists wrote postcards to the executives of the target companies urging them to be transparent and release progress reports.

"It was really fun and wholesome, and I plan to continue organizing like this in the future."

Cameron Meredith, college advocate

Friends of the Earth collaboration



Four high school and college advocates in the Advocacy Institute joined Youth Steering Committee, a program of Friends of the Earth and Chilis on Wheels, which contributes to ongoing federal campaign work. The students involved were Kennedy Little, Ananya Kumar, Sarah Dosanjh, Satvika Ayer.

They arranged and held lobbying meetings with Democrats on the House Education and Labor Committee to create support for two provisions of the Healthy Meals, Healthy Kids Act, and the Healthy Future Students and Earth Pilot Program.

Sarah Dosanjh (continuing high school advocate for four terms) continued working with FOE after past success implementing a plant-based menu at Milpitas High School and publishing an article in *Medium* on how to incorporate more plant-forward menus in K-12 district.

Greener by Default collaboration



University of South Carolina's Office of Sustainability has agreed to adopt Greener by Default to increase the availability of plant-based food on campus as part of their sustainability commitments. Students will continue to work with the student government and office of sustainability to facilitate the implementation.

Five Advocacy Institute students at New York University continued working on Greener by Default campaigns, planning ongoing meetings for the school year to coordinate more commitments across the massive NYU campus. One member of FFAC's Leadership Collective will act as the sustainability chair for the NYU student council in efforts to increase animal-friendly lobbying

High engagement schools

We are concentrating on high school and college students in five major regions across the United States—the Bay Area, Denver Metro, the Midwest (Chicagoland and Northern Ohio), New York City and Southern California (Los Angeles and San Diego)—with a particular emphasis on relationship building with “higher engagement schools,” where we are visiting multiple classrooms and have multiple trained student advocates.

We've already worked with 420 schools across the country of which 56 are high engagement schools—30 high schools and 26 colleges.



STUYVESANT
HIGH SCHOOL



LOWELL
HIGH SCHOOL



UNIVERSITY of
WASHINGTON



NEW YORK UNIVERSITY

FFAC's plans for 2023

Thanks to our community of supporters, we've been able to achieve so much in the last few years and have ambitious plans for the coming years.

Classroom Programming



We're set to reach over 58,000 students with our classroom programming in 2023.

Advocacy Institute



In 2023, over 160 students will take part in our semester/summer-long intensive Advocacy Institute.



We aim to have 85% of Advocacy Institute students working on institutional campaigns (in governmental or non-governmental bodies).

Our community

We've shared our messages and mission with hundreds of thousands of people in the United States.



47K+

47,000+ community members learn about our wins and support our work, either via our social media actions or by receiving our regular updates.



132K+

132k+ people visit our website every year - 11,000 monthly visits

The Rotten Truth

The Rotten Truth is a brand-new educational comedy series that focuses exclusively on the impacts of industrialized animal agriculture.



THIS is How We End Factory Farming



Pandemics: It's What's for Dinner



Soyspiracy: Busting the Myths About Soybeans



Do CHEESEBURGERS = Water Crisis?



Factory farms spray LIQUID POO on people



The NUMBER ONE Cause of Species Extinction

FFAC educators and teachers across the country use our 11-part educational comedy show: *The Rotten Truth Series 1*.

Together, we're building the movement



"I'm a more informed climate activist"

This internship guided me to what I want to do in my future. Thank you FFAC, for making me a more informed climate activist, connecting me with an amazing community of animal rights activists, and giving me a safe and comforting outlet during one of the hardest periods our society has gone through.

I will never forget this time as a critical turning point in my life and future career. I am a better human because of FFAC."

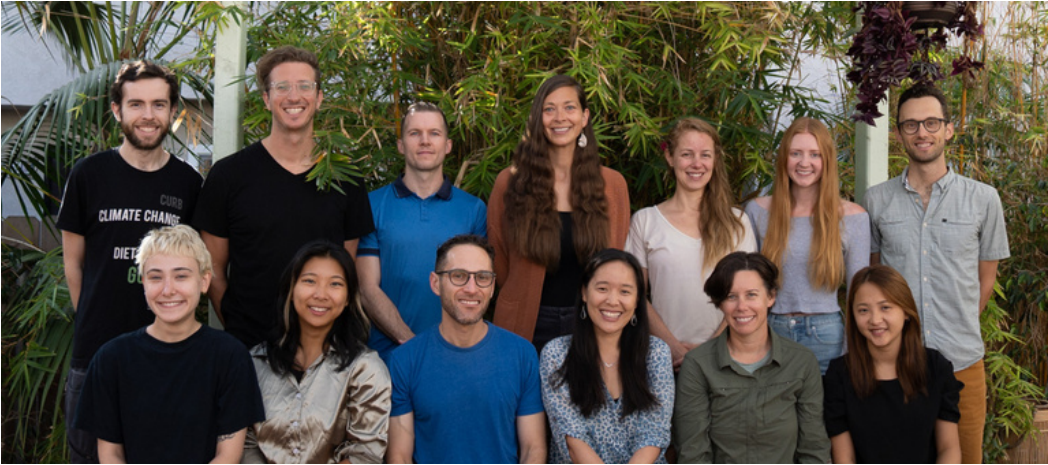
Brittany Cripps - Advocacy Institute Student

"FFAC has definitely inspired me to 'be the change I wish to see in the world'."

"Through our focus on social justice and factory farming, I realized that environmental issues are just a fraction of all of the issues with factory farming and there's so much more to know.

FFAC has definitely inspired me to 'be the change I wish to see in the world'."

Tiffany Wu - Advocacy Institute Student



Our team

In pursuit of a more just food system, FFAC is guided by values of inclusivity, compassion, and collaboration, and recognizes that equity, access, and belonging must be core facets of our organization.

We are committed to hiring and retaining a diverse and culturally competent staff, engaging in anti-racism and anti-oppression work, and creating an environment in which all team members can thrive.



"It's an honor to be in a role that engages with young minds and empowers them to embrace their values for the earth, animals, each other and themselves."

Claire Deshaies - FFAC Educator in NY City



"Being able to interact with these students afterwards and discuss with them their own interest and curiosity towards ending factory farming makes me feel empowered to keep doing what I'm doing!"

Erin Zhang - FFAC Educator in Bay Area

With your support, we're building a sustainable future rooted in compassion for non-human animals.

Our achievements have been possible thanks to the generous support of our donors.

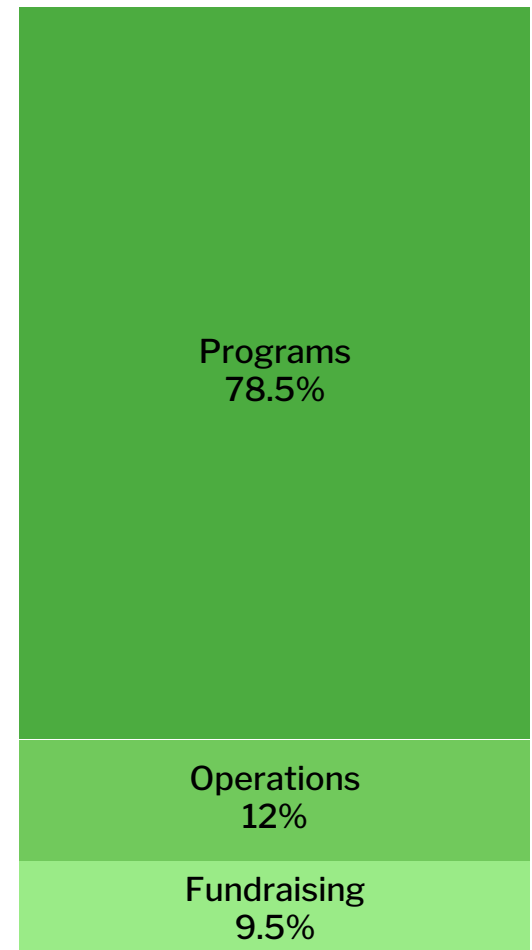
Our mission is supported by a diverse group of individual donors, foundations, and corporations.

Gifts to FFAC support our annual operations: Classroom Programming, the Advocate Institute, and the Leadership Collective, as well as staff salaries, general operation, and fundraising costs.

We have ambitious goals to continue to educate, empower, and serve our growing community.

To inquire about our work and how to further support our mission, reach out to monica@ffacoalition.org.

Here's how our \$1.1 million budget was used in FY 2022:



Here's what some of our donors said:



"FFAC is a brilliant and effective organization. By focusing on factory farming they open the door to considering many additional issues related to animal agriculture."

"Many minds and hearts are then opened. I love the work they do."

Patti Breitman

"I absolutely love that Factory Farming Awareness Coalition is inspiring young adults to make a difference in the world!"

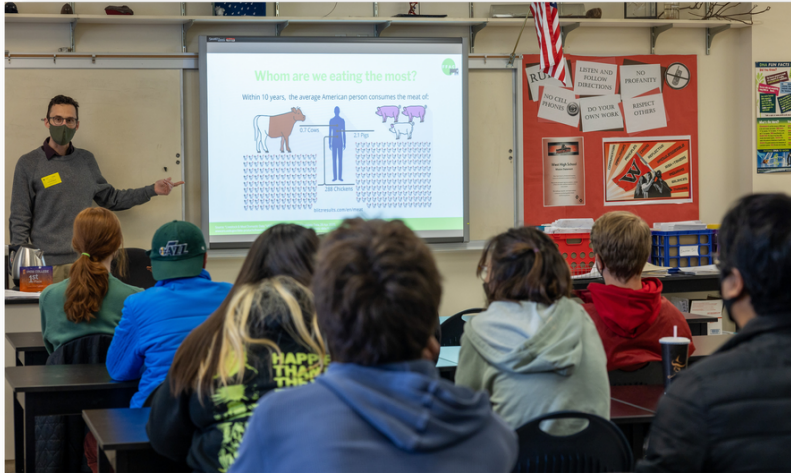
"Not only is FFAC educating students about the devastating consequences of factory farming, they are providing them with the tools and encouragement they need to fight against this injustice."

"As a parent, there is nothing more important to me than my high schoolers feeling empowered to change the world, and there is no organization better poised to do this than FFAC."

Dawn Sylvester



"FFAC is one of the few organizations that educates our children about one of the greatest threats to humanity: animal agriculture."



"I believe the most important thing we can do to help future generations is teach them about the challenges they will face on this planet, and empower them to solve these problems."

FFAC gives them the tools, knowledge, and confidence to become the environmental leaders of tomorrow, and to steer society towards a kinder, healthier, and sustainable future.

After all the damage we've caused to this planet, this is the least that we owe our children!

I wholeheartedly support FFAC in this mission."

Mohan Gurunathan





We empower people
to end factory farming.

We're building the
movement to create just and
sustainable food systems.



Donate today to empower young people and
support more emerging leaders in our shared
mission to end factory farming.

[Donate](#)