



# 2017 ONE YEAR REPORT 2018



July 10, 2018

**Dear Supporter,**

Imagine a movement in which people of color from all backgrounds feel able and willing to join. Imagine the strength this brings. Imagine the power the movement would gain. Now imagine this is the farmed animal protection movement.

Because of you, Encompass has gained ground in bringing this vision to life.

As animal advocates, we fight for farmed animals because they suffer in quantity more than any other group of animals. To go up against this seemingly insurmountable system, we need a group of people who are empowered, unflagging, and most of all, effective.

Encompass was founded on an ambitious vision and copious data. Countless studies show the power of diversity and inclusion in strengthening teams and Encompass is taking that research and putting it into action.

This past spring—thanks to your support—we refined our strategy. We developed objectives and programs based on months of research, extensive conversations with experts on racial equity, Encompass advisors, and four focus groups with animal advocates of color.

Encompass launched on August 1, 2017—less than one year ago—and the enthusiasm we've received, and the momentum we've created, surpasses my wildest expectations. Your support is allowing us to ensure that our movement is the biggest, strongest, and best movement possible for animals. I'm eager to share what we've done and where we're headed.

We're doing this together and there's no time to waste, so let's dig in.

For the animals and the people who fight for them,



**Aryenish Birdie, M.A.**  
Founder and Executive Director



Thanks to your generosity, this is what we've been able to accomplish over the past year:

### Securing financial support

- We obtained our ambitious \$40K seed funding challenge thanks to a **benevolent supporter** who provided a \$20K match at our launch.
- Lewis Bollard recommended \$50K for Encompass via the **Effective Altruism Animal Welfare Fund**. He recommended grants for groups he believes "meet[s] [his] goal... to maximize the marginal impact of each dollar in reducing animal suffering." You can read his justification [here](#).
- **Dr. Bronner's** has made a very generous commitment to match all funds for our 2018 summer fundraising effort up to \$20K.

*"As a group that works at the intersection of animal protection and racial equity, the mission of Encompass embodies Dr. Bronner's All-One vision, and we're proud to support them."*

*—Ryan Fletcher, Dr. Bronner's Director of Public Affairs & Media Relations*

### Building capacity

- We developed a [Board and Advisory Council](#) with leaders from Animal Equality, Compassion in World Farming, Farm Forward, Mercy for Animals, Better Eating International, Stray Dog Capital and more. **Meet Stefanie Wilson, our Board Chair.**



STEFANIE WILSON, M.S., ESQ.

Board Chair

Stefanie Wilson, M.S., Esq., is a staff attorney at Mercy For Animals. Prior to joining Mercy For Animals, Stefanie was a litigation fellow for the Animal Legal Defense Fund, and law clerk for the United States Court of Appeals for the D.C. Circuit. She graduated *summa cum laude* from the University of California, Irvine, School of Law. She also has a Masters in Animals and Public Policy at Tufts Cummings School of Veterinary Medicine, and a B.A. from Harvard University, where she studied biological anthropology and women, gender, and sexuality studies.

- To help ensure our initial programs are effective, we held **four** confidential focus groups to gain insights and feedback from people of color (U.S.-based staff) who work at **11** of the large farmed animal protection organizations.

- The chat sessions were attended by 15 advocates of color and 4 executive leaders of color. In total, **38 people out of approximately 330 people identify as people of color across all 11 organizations.**
- We're working to bring more visibility to animal advocates of color, which includes successfully nominating Miyoko Schinner to Conscious Company's "[30 World-Changing Women in Conscious Business – 2018](#)," as well as recommending numerous moderators for the National Animal Rights Conference, and speakers at **two** veg fests—including elevating **one** woman of color for a lead speaking role.
- We supported **nine** organizations/event organizers with varying issues related to diversity, equity, and inclusion.
- We worked with **one** animal sanctuary and **three** animal protection organizations to include more people of color on their boards.
- We've supported **two** authors as they work through their manuscripts.

### Our public work

- We furthered the national dialogue on the intersection of race and animal advocacy by publishing **18** thought-provoking [blogs](#). This graphic contains a sampling:
- We consulted with a documentary producer about racial representation in an upcoming advocacy film.
- We've been covered by **12** media outlets.



## Programs & Strategy

**Encompass** holds a long-term view for our movement using a dual approach, and we've just refined our strategy. These commitments were developed based on months of research, extensive conversations with numerous experts on racial equity, Encompass advisors, and four focus groups with animal advocates of color.

**1) We empower large farmed animal protection organizations** to operationalize racial diversity, equity, and inclusion to further our mission of animal protection, while offering concrete steps to engage more people of color into our movement, elevate talent into leadership roles, and create a workplace culture that fosters a sense of belonging for all.

**2) We empower advocates of color** by cultivating our innate leadership potential, providing resources and support, and building a stronger community, so we can thrive and propel the whole movement forward.



## Programs For Organizations

### Diversity, equity, inclusion consultation

Encompass works with large farmed animal protection organizations to strategize and implement diversity, equity, and inclusion (DEI) principles throughout their organizations. We begin by helping organizational leadership develop the “business case” (or vision statement) unique to their organization’s needs. Then we work to ensure these concepts permeate the entire organization by facilitating “buy-in” from staff and implementing strategies that reflect DEI principles throughout the organization. Through this process we help organizations develop tailored strategies to recruit more people of color in ways that reach them effectively and authentically.

**Impact:** When organizational policies, procedures, and systems reflect DEI principles, advocates of color will feel a greater sense of belonging and will therefore be more resilient, engaged, and effective—as will the organizations they work for.

**Data:** Organizations on track with their DEI goals are **2.2x** more likely to consider diversity when hiring, **3.1x** more likely to be actively using “de-biasing tools,” and **3.3x** as likely to consider diversity as part of their leadership develop and talent acquisition processes.<sup>1</sup>

Additionally, inclusive organizations are **3.3x** more likely to be high performing and **5x** more likely to be agile.<sup>2</sup>

### Data-driven reports

Encompass creates comprehensive, publicly available, data-driven reports on the state of racial diversity and inclusion at large farmed animal protection organizations. Our reports illuminate our movement’s current strengths and challenges and identify barriers organizations can overcome in order to move forward.

**Impact:** Measuring our progress allows us to set ambitious goals, identify barriers, and ensure we’re improving over time. Reports like this are standard in the [for-profit sector](#) and the [environmental movement](#).

*Here’s what we know: embracing diversity, equity, and inclusion is not just the right thing to do. It’s also the smart thing and, for our movement, it’s the necessary next step.*

<sup>1</sup> <http://www.newsweek.com/diversity-inclusion-actions-impact-download-workplace-articles-study-689453>

<sup>2</sup> <https://chronus.com/blog/mentoring-helps-diversity-in-organizations>

## Programs For Advocates

### Mentorship

Encompass' mentorship program will connect young or new advocates of color with older or more established mentors, allowing advocates to build relationships and receive personalized advice on navigating professional challenges.

**Impact:** Equity experts continually [herald](#) mentorship as a key to success for both organizations and individuals.

**Data:** A survey of Fortune 500 CEOs found that **75%** cited mentoring as one of the top three factors in their career. Similarly, **30%** of women executives and **24%** of women CEOs pointed to a *lack* of mentoring as one of their most significant obstacles, **91%** of female executives had a mentor at some point in their careers, and **81%** saw their mentor as critical or fairly important to their career advancement.<sup>3</sup>

### Leadership skills & personal resilience training

Encompass cultivates the innate potential of advocates of color by offering in-person and web-based training opportunities to provide space for individuals to advance their interpersonal and professional skills while simultaneously increasing their inner strength and power. Examples include: "How to position yourself for leadership," "Strengthening your networking practice," and "Writing effectively for animals."

**Impact:** Advocates who have access to leadership skills and personal resilience training advance in their careers and propel the movement forward.

**Data:** **72%** of employees believe specialized training to acquire specific skills is more valuable than a degree and **74%** of employees believe their employers value work experience and related skills more than education when evaluating job candidates.<sup>4</sup>

### Community building events

Encompass works to foster a stronger sense of belonging and camaraderie amongst advocates of color by hosting events aimed at strengthening bonds.

**Impact:** Because representation of people of color at large farmed animal protection groups is so low, many of us often feel alienated. This causes frustration, burnout, and turnover. Community building events offer an opportunity to foster deeper connections.

**Data:** **4 out of 4** Encompass-run focus groups of advocates of color who work at large farmed animal protection groups (conducted spring 2018), cited a lack of community as one of the most important elements missing from their participation in our movement.

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<sup>3</sup> <https://www.slideshare.net/nancyreh/Value-of-Mentoring>

<sup>4</sup> <https://www.glassdoor.com/blog/7-10-employees-skills-training-degrees-glassdoor-employment-confidence-survey-q2-2014/>

**We couldn't have gotten this far without you.**



**I'm extremely grateful for the support, counsel, and wisdom our Board of Directors, Advisory Council, and generous donors have given us.**

We're ready to unleash the potential of our movement and the second half of 2018 will be focused on doing just that.

Can you feel the momentum building like we can? We're excited to unveil our programs and harness the innate power and potential of our movement's advocates.

**We could not have gotten where we are without your support—we can't do this alone.**

If you believe in our core message of **empowering** farmed animal protection organizations and animal advocates of color then join us today!

[encompassmovement.org/donate](https://encompassmovement.org/donate)