



MARCH 2019 IMPACT

66,600

Animals Potentially Impacted*

8,100

Animals Potentially Spared**

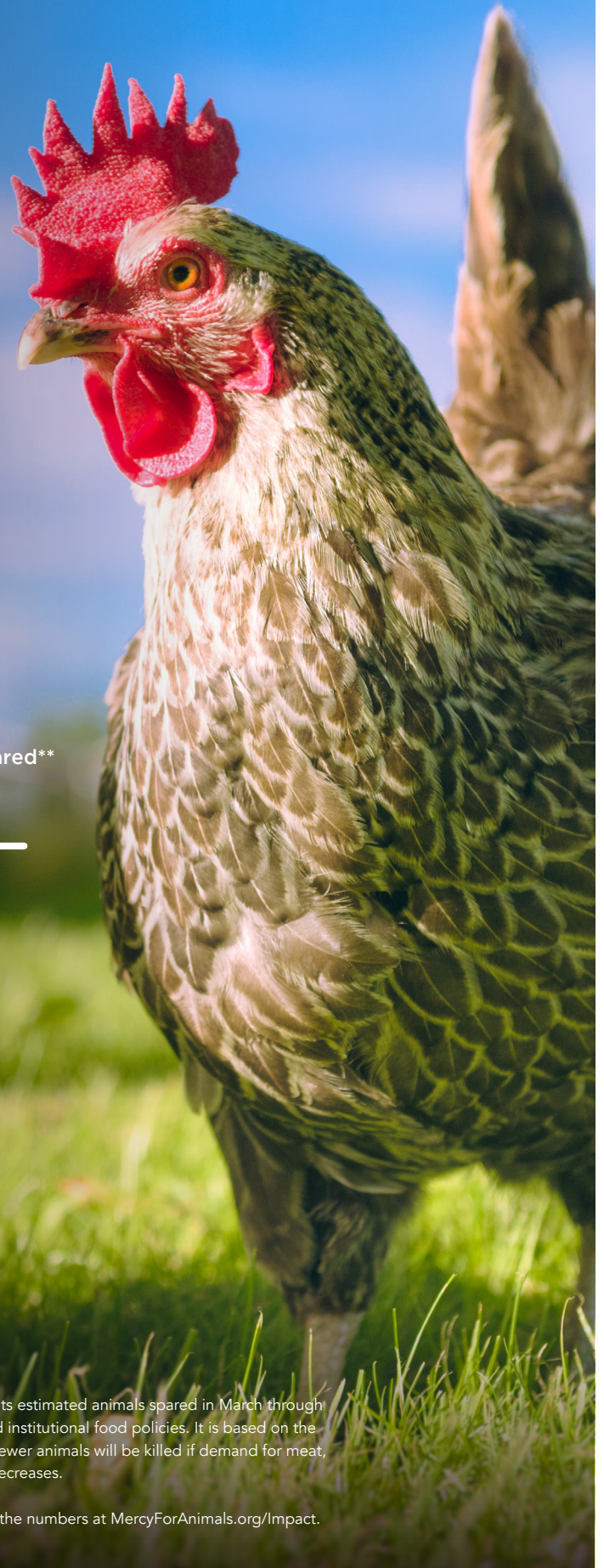
DRIVING CHANGE

For the last 20 years, Mercy For Animals has grown into a leading voice for farmed animals. This year, we released a new mission, vision, strategic plan, and visual identity that will help us create a world where animals are respected, protected, and free to pursue their own interests.

*We achieve much of our corporate animal welfare progress in partnership with other organizations. Figure represents animals potentially impacted per year once corporate policy commitments secured by Mercy For Animals in March are fully implemented.

**Figure represents estimated animals spared in March through fully implemented institutional food policies. It is based on the assumption that fewer animals will be killed if demand for meat, dairy, and eggs decreases.

Dive deeper into the numbers at MercyForAnimals.org/Impact.



Building a Movement

We inspire people to get active in the animal protection movement, and we develop leaders who spread our mission.



1.8 Million

Online Video Views

Brazil: 87,767
Mexico: 1.1 million
United States: 631,460



56.4 Million

Social Media Impressions

Brazil: 6.6 million
Mexico: 18 million
United States: 31.8 million



34

Media Mentions

Brazil: 3
Mexico: 5
United States: 26



30,819

Pro-vegan Leaflets

Brazil: 27,946
Mexico: 2,753
United States: 120



7

New Volunteer Communities Built

Brazil: none this month
Mexico: none this month
United States: 7



322

Volunteer Hours Logged

Brazil: 251
Mexico: 1
United States: 70



108

Volunteer Actions Completed

Brazil: 104
Mexico: 1
United States: 3

Our volunteer communities bring new people into our movement, spread awareness, and develop leaders to be effective advocates for animals.

Reforming the Marketplace

We work with the world's largest food companies to eliminate the worst animal abuse and grow market share of plant- and cell-based foods.



4

Brands Committed to Going Cage-Free

Brazil: 3
Mexico: 1



0

Brands Committed to Reducing Suffering of Chickens Raised for Meat

United States: none this month
Canada: none this month



66,600

Animals Potentially Impacted Each Year by These Policies



Changing Institutional Food Policy

We partner with major institutions in Mexico and Brazil, such as schools and local governments, to reduce meat, dairy, and eggs served by at least 20 percent.



0

New Institutions Committed

Brazil: none this month
Mexico: none this month



0

Chefs Trained in Plant-Based Nutrition and Cooking

Brazil: none this month
Mexico: none this month



406,500

Vegan Meals Served

Brazil: 329,400
Mexico: 77,100



8,100

Animals Potentially Spared

Brazil: 6,900
Mexico: 1,200



Milestones

The Congress of Mexico City adopted a resolution on March 14 urging social assistance centers and schools to replace meat and eggs with plant-based protein one day a week. Deputy Miguel Angel Macedo Escartín proposed the measure after speaking with Mercy For Animals.

Mercy For Animals staff and volunteers took to the streets in a Mexico City International Women's Day rally to share the powerful message that animal rights and feminism go hand in hand. With more than 8,000 people in attendance, the event was an excellent opportunity to connect and support other social justice movements.

