A Letter from Gene & Ellen

Dear Farm Sanctuary Supporters,

We are excited to present Farm Sanctuary’s 2023 Impact Report, which reflects our collective efforts to build the good for animals, people, and the planet. The following pages are a testament to our team’s dedication, our donors’ generosity, and the resilience of the animals we strive to protect.

In 2023, Farm Sanctuary underwent transformative changes, and we are moving forward with improved efficiency, a renewed commitment to our core values, and an activist mindset. Dedicated to “walking the talk,” we established a sustainability committee, adopted eco-friendly practices, and created a more enriching environment for our residents. We are growing a portion of our own hay and produce, improving pastures, and reusing and upcycling materials. We expanded our educational reach by 200% over the prior year with less cost. We partnered with organizations, such as the Girl Scouts of America, to educate more audiences about the harms of animal agriculture. As part of our commitment to mentoring the next generation, we grew our Youth Leadership Council and developed a 12-week educational curriculum for interns. Our advocacy department expanded our work at the national, state, and local levels to advance sustainable food systems and build a healthier and more ethical future.

We remain dedicated to creating positive change, and in 2024, we will continue to build our impact. We are launching The Kitchen at Farm Sanctuary in May 2024 in Watkins Glen, offering vegan food and educational programs. We will reach and engage new audiences through enhanced volunteer opportunities and communications efforts.

As we implement our updated strategic plan, we will work hard to change individual lives through rescue, change hearts and minds through education, and change systems through advocacy. Our commitment to ending animal agriculture and building a more compassionate and sustainable food system is stronger than ever.

Together, we are building the good for animals, people, and the planet. We invite you to delve into the pages that follow and witness our collective impacts.

Sincerely,

Gene Baur
President and Co-founder

Ellen C. O’Connell
Chief Executive Officer

We are deeply grateful for your support and unwavering commitment to Farm Sanctuary’s vital mission.

Looking Ahead

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Mission Statement

OUR MISSION: We pursue bold solutions to end animal agriculture and foster just and compassionate vegan living.

OUR VALUES: Freedom, Compassion, Transformation, Integrity, and Understanding

OUR VISION: A world where sanctuary replaces exploitation.

At Farm Sanctuary, we fight the disastrous effects of animal agriculture on animals, people, and the planet through rescue, education, and advocacy. We are working to shift resources from factory farming toward a healthier and more sustainable plant-based food system that empowers individuals and serves the common good. We meet people where they are on their own journeys and collaborate across movements and diverse communities to foster understanding and build the good.
Central to our mission is ensuring fiduciary responsibility and assuring donors that their contributions have the strongest impact. We spend donor funds efficiently and effectively, with transparency and accountability at every level of the organization.

Over a year ago, Farm Sanctuary embarked on a journey to enhance operational efficiency. This commitment has allowed us to do more with less and find new growth opportunities, such as opening a cafe in Watkins Glen to introduce people to delicious plant-based food. We are also adding enhanced sanctuary experiences, including a self-guided tour, camping, and youth programs.

In 2023, we continued to improve our internal operations. This initiative laid the groundwork for better reporting, timely gift processing, streamlined accounting, and increased transparency. In particular, our investment in Salesforce has been a game changer in our operations, creating a collaborative bridge with the development team.

Overall, improved efficiencies have resulted in a 9% decrease in expenses and a 3.7% increase in revenue driven by our Major Gifts team. This has allowed us to invest in our staff to provide better salaries, improved benefits, no-cost housing, and vet tech tuition assistance. It has also allowed us to reinstate our well-known intern program. We also invested in our infrastructure, including extensive work on multiple staff houses, renovating our Lux Cabin for B&B guests, and building porches providing safe outdoor space for birds during the avian flu outbreak. We increased animal enrichment through our Research team and funded tens of thousands of dollars in grants to organizations in our Farm Animal Adoption Network (FAAN) and advocacy partners. As a result, our program expense ratio is beginning to improve as we reimagine and realign our resources.

As an advocacy nonprofit, we understand the importance of adaptability and efficiency. With most of our funding coming from private sources, we can respond quickly to crises as they arise, providing rescue and transport for animals in need.

Together, we are committed to building a better future rooted in fiscal responsibility, transparency, and a relentless drive to protect animals, people, and the planet.

Sincerely,

Kathleen Baumann
Chief Financial Officer

Kathleen at home with her donkey, Rico.
Those we save are ambassadors for the billions of animals still suffering in our food system, helping us educate the public on the inner lives of farm animals.
Sanctuary by the Numbers

At Farm Sanctuary, our mission encompasses three pillars that guide all we do: rescue, education, and advocacy. Here is how we put those pillars into action in 2023.

NEW RESIDENTS who joined our community of hundreds

- Poppy, Martin, Dolly, Yuki, Fleur, Joe Boo
- Dottie, Patches, Freckles, Xena, Kylie, Champion, Spirit, Elsa, Fawn, Nirva, Abe, Riley, Evie, Frannie, Casey, Esther, Quinn, Louis, Ashley
- Minnah, Becca, Todd, Honeydew, Blue
- Amy, Beatrice, Amelie, Daisy, Buttercup, Morley, Cocoa, Valentine
- Gabriel

Emo, Gary

+ 2 Cats

Zuko, Bowser

8,190 visitors toured our NY and CA sanctuaries

- WATKINS GLEN: 6602
- LOS ANGELES: 2949

200% increase in students reached through presentations & curriculum

39,000+ members across the country

1.9M social media followers

32M overall social media views

Our stories reached hundreds of millions in:

- Los Angeles Times
- The Guardian
- Parade
- Food Dive
- NPR
- Civil Eats
- The Hill

2 legal wins for animals

- Prop 12 upheld in California
- North Carolina’s Ag-Gag law defeated

3 federal bills developed to shift $130 billion away from factory farming towards healthy, sustainable food for children and families in need

- ✔️ Prop 12
- ✘️ North Carolina’s Ag-Gag law

804 legal wins for animals

- 🎯 200 legal wins
- 🎯 604 federal & state
- 🎯 100 more

Our stories reached hundreds of millions in:

- President & Co-founder Gene Baur was a featured speaker at:
  - our Capitol Hill food systems roundtable
  - the National Health Association Conference
  - Cornell University
  - SoCal VegFest
  - + many other events across the country

Sanctuary by the Numbers

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Farm Sanctuary’s three-pronged approach of rescue, education, and advocacy acknowledges that rescue alone is not enough to end animal agriculture. We must create a just food system that works for everyone: animals, people, and the planet.

This is why we are dedicated to comprehensive efforts that change hearts, minds, and systems.

Our multi-faceted approach sets us apart as we are uniquely positioned to care for hundreds of animals at our New York and California sanctuaries, educate thousands of people on the harms of animal agriculture, and advocate nationwide for a plant-based food system that nourishes us all.

This is an organization-wide effort, as we engage every one of our teams—from our caregivers working directly with the rescued animals to our Advocacy team influencing policy shifts on Capitol Hill, to bring about change on individual, community, and systemic levels.
Farm Sanctuary cares for over 600 animal residents at our New York and California sanctuaries. In 2023, we rescued nearly 50 animals while still reducing the organization’s overall costs by $1.8 million, welcoming many animals to our sanctuaries and transporting or placing others into trusted homes. All will live in peace and freedom.

To promote animal well-being and give animals agency, we expanded our enrichment programs. From the beginning, the enrichment we offer is essential to the emotional and cognitive health of our residents as individuals adjust to their new lives and throughout their care. Blue pig, who was raised as part of Future Farmers of America and saved by a kind student, is a joyful example: He was excited to eat from his treat balls—an activity he continues to enjoy while with our other resident pigs—and playing in his splash pad kept him happily entertained.

For visitors to our sanctuaries, meeting residents like Blue inspires compassion for farm animals everywhere. Through our guided tours, people were moved by the stories of our resilient residents and experienced the magic of sanctuary firsthand.

We know that we cannot do this alone. Partnerships and collaborations are central to our success. Through our Farm Animal Adoption Network (FAAN), we have built bridges across our movement, collaborating with sanctuaries nationwide to maximize the number of abused and neglected farm animals we can connect with safe, loving, and trusted homes.

Those we save are ambassadors for the billions of animals still suffering in our food system, helping us educate the public on the inner lives of farm animals.

611 animals in our care

44 animals saved and brought to sanctuary or placed through our Farm Animal Adoption Network

19,000+ miles traveled to rescue, place, or transport animals
Through far-reaching educational programs, Farm Sanctuary is spreading knowledge of the devastating impacts of animal agriculture, the benefits of a kind and sustainable vegan lifestyle, and the importance of transforming our food system for animals, people, and the planet.

Education comes in many forms, and from our sanctuaries to classrooms and Instagram, we are changing how people see and treat farm animals. In 2023, we increased our reach by 200 percent over the previous year, reaching over 38,000 students nationwide through live webinars and pre-recorded presentations. Through our virtual programming, we reached students in 37 U.S. states and eight other countries, including Australia, Costa Rica, Indonesia, and South Africa. We have also launched exciting new programs, including virtual sanctuary tours and an impactful partnership with the Girl Scouts of America launching in early 2024 and featuring two new presentations for their “Animal Helper” and “Voice for Animals” badges.

In 2023, we also expanded our research capacity to advance knowledge and better advocate for the well-being of farm animals. We completed our first study, Joys of Learning, using our groundbreaking research ethics guidelines centered on animal autonomy and will submit the findings for publication in early 2024. We substantially increased the scale of our investigation into whether farmed pigs and cattle undergo an experience resembling post-traumatic stress disorder, expanding our understanding of farm animal experiences, emotions, and inner lives to help drive meaningful progress and change hearts, minds, and systems. In addition, we began original research exploring culture in pigs, which will challenge the societal understanding of pig sociality and highlight the harms of industrial pig farms.

We consider it our mission to facilitate learning while advocating for change, and we will continue to inspire the next generations of sanctuary.
...we are dedicated to comprehensive efforts that change hearts, minds, and systems.
At Farm Sanctuary, we work strategically across movements to fight the worst harms of animal agriculture and create systemic change in our food systems. Over two years, our Advocacy work has greatly expanded its reach, earning significant victories for animals, our communities, and our environment.

This year, we played a role in major legal victories for animals, as North Carolina’s Ag-Gag law was declared unconstitutional in February and, in May, the Supreme Court upheld California’s historic Proposition 12—which prohibits severe confinement of calves, hens, and pigs.

With your support, we developed three federal bills that will shift $130 billion over 10 years to plant-based food production. Additionally, we have played an active role in six lawsuits to protect farm animals and oppose factory farming.

Since December 2022, we have launched three pilot projects, from supporting sustainable food infrastructure and land access to providing seed funding for smaller initiatives. We established four new partnerships—including working with the National Indian Carbon Coalition to form the world’s first Indigenous-led carbon offset protocol for food and agriculture.

$130 Billion to be shifted by 3 federal bills

2.5K groups collaborated with for worker, health, and environmental justice

5 state-level bills developed to shift resources from factory farming

≥ Farm Sanctuary & Advocacy Milestones

1986 
Farm Sanctuary is founded to combat the abuses of factory farming.

1990 
We open the nation’s first dedicated and permanent farm animal sanctuary in Watkins Glen, New York.

1992 
We persuade Burger King to offer a veggie burger in Watkins Glen, and its success leads to a national rollout of the meat-free patty in 2002.

1994 
California passes Farm Sanctuary-sponsored bill S.B. 455, becoming the first U.S. state to prevent cruelty to downed animals in stockyards and slaughterhouses.

2002 
We sponsor Amendment 10, making Florida the first U.S. state to ban gestation crates.

2004 
California passes a Farm Sanctuary-sponsored ban on the force-feeding of ducks and geese for foie gras, as well as the sale of this cruel product.

2006 
We play a major role in passing Arizona’s Proposition 204, banning gestation crates and veal crates.

2014 
As part of a diverse coalition, we defeat “Ag-Gag” bills meant to criminalize animal cruelty investigations in 9 U.S. states.

2016 
As a founding coalition member, we help pass Question 3 in Massachusetts, banning the cruel confinement of pigs, calves, and hens.

2019 
Among a coalition, we successfully ban the sale of foie gras in New York City.

2023 
We join successful cases to uphold California’s Proposition 12 and defeat North Carolina’s unconstitutional Ag-Gag law.

1992 We persuade Burger King to offer a veggie burger in Watkins Glen, and its success leads to a national rollout of the meat-free patty in 2002.

2023 We join successful cases to uphold California’s Proposition 12 and defeat North Carolina’s unconstitutional Ag-Gag law.
As we forge ahead, we are rolling out a new strategic plan, "From Vision to Impact 2024–2029," built on bold solutions to transform our food system and return Farm Sanctuary to its activist roots.

Through this bold plan, we will advance our mission, strengthen our cross-movement efforts, and rekindle the passion that ignited our movement.

With your support, we will build the good for animals, people, and the planet.

We are thrilled to share with you a few of our impacts to come over the next year.

**THE KITCHEN AT FARM SANCTUARY:** In 2024, Farm Sanctuary will open the doors of a new cafe on the picturesque grounds of our Watkins Glen sanctuary, serving delicious plant-based dishes by Chef Gail Patak, featuring food grown in our sustainable garden and other local produce. This will be a hub for educational programs including cooking classes and partnerships with local schools.

**FOOD SYSTEM SHIFT TRUST:** We are working to shift critical assets like farmland away from factory farming toward more just, sustainable, plant-based agriculture. Farm Sanctuary has received support from key institutional funders for innovative projects that will inform the development of a trust, which will enable high-impact, scalable agricultural transitions. We are collaborating on pilot projects in North Carolina, South Dakota, and California to support local infrastructure and build food sovereignty, to shift land used to grow animal feed into producing human food instead, and to explore how ranchers can obtain income and carbon credits by shifting from raising livestock to “carbon ranching.”

**RESCUE LOOKING AHEAD:** In 2024, Farm Sanctuary continues to be a uniting force in the sanctuary movement. Our shelter teams will keep innovating as we take on each rescue, ensuring the needs and safety of animals removed from situations of abuse and neglect. To enhance residents’ daily lives, we will continue to develop enrichment programs. We will continue to make an impact beyond the grounds of our sanctuaries, through our Farm Animal Adoption Network, and other collaborations to ensure that we can find trusted homes for as many animals as possible, and support others working to build the good.

While we are proud of all that we have accomplished with your support, we know there is still much work to be done. Thank you for your unwavering support as, together, we continue to build the good for all: animals, people, and the planet.
THANK YOU!

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