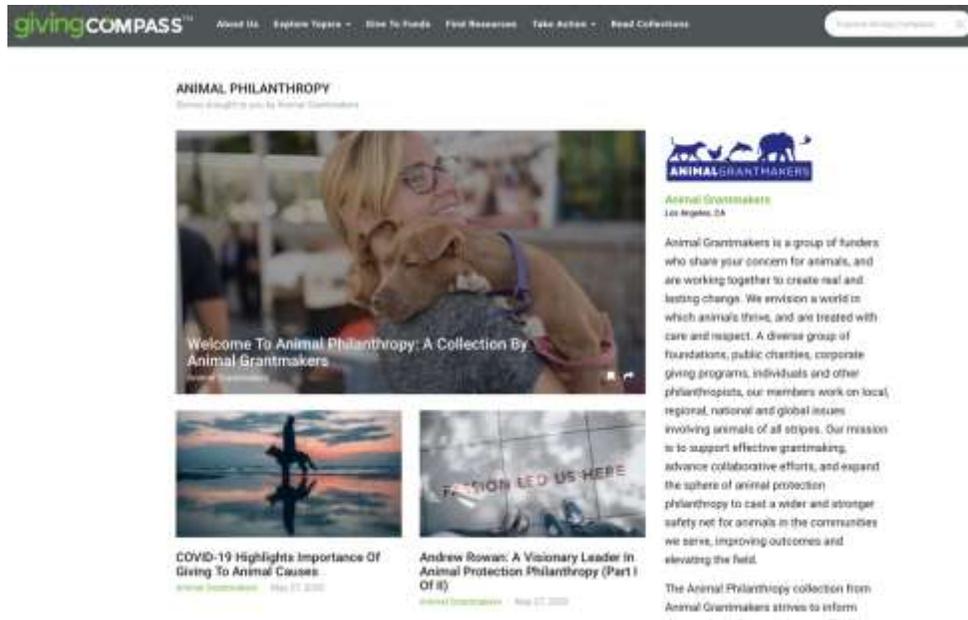




ANIMAL GRANTMAKERS UNVEILS *ANIMAL PHILANTHROPY* MAGAZINE

ONLINE DESTINATION AIMS TO INFORM AND INSPIRE DONORS CONCERNED ABOUT ANIMAL WELLBEING



Los Angeles – July 9, 2020 – [Animal Grantmakers](#), the only funder affinity group focused solely on animal protection, has launched a new animal-focused magazine housed on philanthropy knowledge hub [Giving Compass](#). A collection of news articles, animal funder profiles, expert Q & As, research, insights, commentary representing a plethora of perspectives, and more, [Animal Philanthropy](#) strives to educate Giving Compass' donor audience about the many issues affecting animals, make them more understandable, and provide guidance on learning more and taking action.

The new online magazine also serves to illustrate the powerful human-animal bond through uplifting and entertaining stories, and the mutually dependent relationship between humans, animals and the environment ([One Health](#)). Ranging from local to global, the issues impacting animals affect the full spectrum of species, including companion animals, captive and free-ranging wildlife, farmed animals and animals used in research, among others.

Despite a clear need for animal protection, the environment/animals program area receives the smallest share of U.S. philanthropic dollars, a mere [3 percent of total giving](#). When not combined

with environment, the percentage for animals is less than 0.50 percent of all philanthropy (source: Andrew Rowan, founding member of Animal Grantmakers).

“We tend to see a reluctance to donate to animal-focused charities when there is so much human suffering,” said Louisa McCune, board president of Animal Grantmakers. “Our goal is to dispel the misguided perception that helping humans and helping animals are mutually exclusive. The global pandemic is a clear and timely example of this.”

Although there are more than 22,000 animal-welfare organizations in the [GuideStar non-profit database](#), only around 3,000 have annual expenses of \$100,000 or more, and only around 550 have annual expenditures of more than \$1 million, according to Andrew Rowan. With thousands of charities working to protect animals of all kinds, it can be difficult for philanthropists interested in animals to decide which programs to support.

“Animal Grantmakers fills an important role for funders in or entering the animal philanthropy sector. We share information, gain insights, advance our grantcraft skills and sometimes even collaborate for amplified impact,” said McCune. “With the launch of *Animal Philanthropy*, we hope to engage a larger donor audience and inspire more philanthropists to invest in animal protection and welfare.”

“We’re excited to partner with Animal Grantmakers and help connect donors with experts in the animal philanthropy space,” said Jen Jope, editor-in-chief at Giving Compass. “We hope our readers will learn something new about giving effectively to this cause and be inspired to get involved.”

About Animal Grantmakers

[Animal Grantmakers](#), a 501(c)(3) non-profit organization, is the only funder affinity group focused solely on animal protection. A diverse group of foundations, public charities, corporate giving programs, individuals and other philanthropists, its members work on local, regional, national and global issues involving animals of all types living in all types of environments. The mission of Animal Grantmakers is to support effective grantmaking, advance collaborative efforts, and expand the sphere of animal protection philanthropy to cast a wider and stronger safety net for animals in the communities its members serve, improving outcomes and elevating the field. To learn more, visit www.animalgrantmakers.org.

About Giving Compass

[Giving Compass](#) is a non-profit organization that leverages the best of technology and the knowledge of philanthropy to bring individual donors content, resources and tools to give with greater impact. Launched in 2017, Giving Compass was co-founded by Seattle philanthropists Jeff and Tricia Raikes, who identified an opportunity to provide targeted resources to guide donors’ strategic giving. Learn more at givingcompass.org.

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Media Contact:

Jill Hoffman

communications@animalgrantmakers.org

323-719-7111