

World Animal Protection 2017 Annual Report

Thanks to you, 2017 was a very good year for the world's animals. With your generous support, we improved the lives of nearly 1.7 billion animals! In this update, you'll see how you are helping to change the world for:

• Animals in farming • Animals in communities • Animals in the wild • Animals in disasters



A message from the Executive Director

Dear Friends,

In today's turbulent times, animals need more protection than ever before. With environmental changes rapidly occurring, it is important that we look at the effects that raising pigs and chickens in industrial complexes have on the animals, our health, and the environment. Trash left in our seas, particularly fishing gear, kills millions of marine mammals each year, including endangered species. Wildlife around the world are being mistreated through their use in tourist attractions. The time to act is now – and I am proud to say that this is exactly what World Animal Protection has done with your support in 2017 to protect millions of animals. Some of our key accomplishments in 2017:

- We helped save 1.7 billion animals across the world.
- We have made significant progress in China and Thailand for the welfare of pigs to phase out cages to raise pigs right.
- We have worked with major corporations around the world and in the US to ensure they are committed to better animal welfare policies for chickens, pigs and cows.
- We saved over 900,000 animals affected by disasters around the world and worked with their governments to be better prepared for future emergencies to protect animals
- We have been actively working in Alaska to remove tons of fishing gear endangering marine animals
- We worked with Instagram so that they post warnings on wildlife selfies so that people are aware of the continued dangers these animals face and getting more travel companies to discontinue promoting these attractions.

Read about all of this and more inside our annual report. We plan to do even more in the future. Stay tuned for our actions on behalf of pigs and chickens in the US, further work on removing ghost gear to keep marine animals safe, and our continued work on behalf of wildlife, including bears, sloths, tigers and elephants, that are cruelly treated in the tourist trade. Also check out our website at www.worldanimalprotection.us for actions you can take on behalf of animals, or sign up for email updates or follow us on Facebook, Instagram or Twitter. It is an exciting time and I look forward to achieving great things for animals in 2018!

All the best,

Alesia Soltanjan

Alesia Soltanpanah Executive Director World Animal Protection US

Protecting animals in farming

The majority of the world's 70 billion farm animals live in conditions that shorten their lives and cause fear, pain and illness. Our mission is to give a voice to the needs of animals forced to live in cramped, inhumane conditions or prevented from expressing their natural animal behaviors. With your support, we're achieving unprecedented improvements for the most vulnerable farm animals:

- Laying hens that are commonly housed in tiny, metal cages
- Broiler (meat) chickens living in cramped, severely overcrowded indoor conditions
- Pigs that cannot move freely or live without pain
- Dairy cows that never experience sunlight or open pastures

Our approach

We are leading the world's farmers and global food companies in changing their attitudes towards animal welfare and improving their business and agricultural practices. Working both on the frontlines, investigating situations where farm animals are suffering, and with governments and global organizations to give greater protections to farm animals, we are saving millions from a life of unnecessary cruelty.

Select key achievements

- We continued our high impact work with Nestlé, which in 2016 purchased a total of 1.7 million tons of meat, poultry and eggs for its food products. With our guidance, Nestlé completed its Animal Welfare Operational Roadmap outlining their farm animal welfare commitments and a timeline for when they will implement these changes around the world.
- We contributed to the Business Benchmark on Farm Animal Welfare (BBFAW) report, an annual review of global food companies and their policies to improve farm animal welfare. Year after year, the BBFAW report shows that a growing number of food companies, like Nestlé, are changing their business operations to improve the lives of animals. In 2017 we learned that:



- 80 percent of companies say that the Benchmark has influenced their management of animal welfare
- 70 percent say it provides a clear set of examples to follow

Dairy cows

• India's third largest dairy company, Kwality Dairy, committed to our 'Dairy Welfare Leadership Alliance', paving the way to ensure better lives for 430,000 dairy cows and buffaloes across 4,000 villages in the country.

Page 3: Binsar Dairy - a 24-acre farm - established on the outskirts of Delhi in 2013 is a model of high welfare farming. Binsar is home to 305 cows without a tether in sight and 32 employees. Although the farm is in an urban area, the cows have space to move around in their large, clean and peaceful sheds and are given green fodder all year round.



Protecting animals in farming - continued

Change for chickens



- Cheesecake Factory International released a comprehensive animal welfare policy, which will bring meaningful improvements to the lives of all animals in their supply chain, including chickens. They are committed to sourcing 100 percent cage-free eggs for their restaurant operations by 2020, and for bakery operations by 2025.
- We're challenging fast food restaurant KFC UK to commit to changes that will give birds more space, enrichment, natural light and opportunities to behave like chickens. Representatives from the UK and Ireland divisions agreed to hold further meetings with us and explore how they can make urgently needed improvements to animal welfare in their supply chain. In the US, we are working to get KFC US to commit to the same humane standards for chickens.
- Restaurant Brands International (RBI), which owns Tim Hortons and Burger King, announced they will move to support higher welfare production methods in North America. Tim Hortons and Burger King specifically will purchase chickens from suppliers that ensure animals have fewer health problems, more space to move, better lighting, improved litter quality and enrichments like perches. With 11,000 restaurants, these changes will have significant impact on the lives of chickens.

Sows and piglets



- Due to our influence, Thailand's largest pork producer, Betagro, will phase out cages for mother pigs (sows) during pregnancy and after they give birth by 2027. This commitment means that over the next 10 years, 250,000 sows will have room to move, behave as pigs, and mother their young without confinement. As one of the world's top 20 pork producers, Betagro's actions are influencing other producers in the Asia Pacific region and they have caught the attention of the global industry.
- We are collaborating with Da Bei Nong, one of the most famous pig producers in China, to take part in a trial where sows live in groups, not in cages. Da Bei Nong has said publicly they will implement this practice across their business in 2018. The company currently has 60,000 sows and produces one million pigs every year. They are also giving pigs more room to move, comfortable flooring and enrichment materials.

Pigs are among the world's most intelligent and inquisitive animals ...

Pigs are very intelligent, curious, and insightful. In some ways they're as smart as a three-year-old child. They enjoy listening to music, and this encourages them to play.

Page 5: This indoor pig farm in the UK has high welfare birthing pens for sows (including separate areas for the piglets only and slanted walls to protect from crushing). World Animal Protection is looking at examples of high welfare indoor pig farms to encourage the Chinese farming industry not to industrialize indoor pig farming.



Protecting animals in communities

They are our closest animal friends, but despite universal affection for dogs they often suffer from abandonment, poor care and irresponsible pet ownership. The World Health Organization estimates that there are more than 200 million stray dogs worldwide. These unfortunate animals are often perceived as a threat and public health menace for communities.

Our approach

At World Animal Protection, we help communities around the world humanely control dog populations and prevent the spread of rabies, without resorting to mass culls or other cruel treatment. We're helping communities with education and vaccination programs so both dogs and people can safely and happily co-exist.

Select key achievements



- Through our partnership with the Environmental Secretary of the state of São Paulo, Brazil, we have been able to train more than 500 government representatives on responsible dog ownership and dog bite prevention. We also distributed educational materials to more than 40 education secretaries. Brazilian municipalities are starting dog population management activities such as a dog census, acquisition of microchips, and spay and neuter campaigns.
- We led dog bite prevention training at an event with the Health Secretary of São Paulo on World Rabies Day. This event was one of the winners of the World Rabies Day award, promoted by the Global Alliance for Rabies Control.
- Save the Dogs, our animal welfare partner in Romania, has built a new veterinary clinic and rehab center in Cernavoda. Our donors' support for the clinic will improve standards of medical care for nearly 2,000 dogs and cats per year. It will decrease infections by 50 percent and, ultimately, will save animals' lives.
- As result of our lobbying efforts over 10 years, and with the support of local animal protection organizations, the government in Costa Rica signed a new Animal Cruelty Law with harsher penalties for animal abuse.
- Thanks to incredible donor support for our Better Lives for Dogs campaign, we have been able to vaccinate almost 80,000 dogs in Kenya.
- Our work in Ghana has led to the vaccination of over 1,500 dogs, and 400 school children have been trained on responsible pet ownership and rabies control.
- In September 2017, hundreds of dogs were sterilized and vaccinated against rabies in Freetown, Sierra Leone. We expect to treat thousands more in this city, which has the highest stray dog population in Africa.

Page 7: World Animal Protection's partner group Sierra Leone Animal Welfare Society (SLAWS) began a campaign of rabies vaccinations in Freetown, Sierra Leone. The vaccination drive aims to immunize 70 percent of the dog population against rabies, which is proven to protect the community. Pictured: A brother and sister brought their puppy to get vaccinated.



Protecting animals in the wild

In every region of the world, wild animals are under threat from the growing travel industry, commercial fishing, and the illegal trade of animals. Human activity is encroaching on their natural habitats, destroying the safety of their homes and interfering with their natural behaviors. With the help of our supporters, we are saving the most vulnerable animals both on land and in marine environments.

Our approach to saving bears

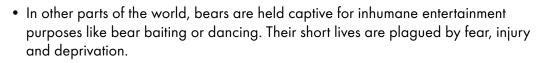
We began our mission to protect bears by raising awareness and helping communities understand the harms caused by captivity and cruel practices intended to "train" animals to perform. These efforts are paying off as more people stop supporting abusive entertainment or traditions that hurt bears. We also continue to work with governments to strengthen legislation and to ensure laws designed to protect bears are enforced.

For bears that are living in inhumane captivity, we provide rescue and safe refuge. Our donor-supported bear sanctuary in Zarnesti, Romania is the largest of its kind in Europe. And our Balkasar sanctuary in Pakistan offers a safe, healing home where bears can recover from years of abuse.

Bears

Bears hold a special place in our imaginations with their combination of quirky playfulness, fierce devotion to their young, and awe-inspiring strength. Unfortunately, their fascinating qualities put them in danger of exploitation and abuse.

• Bears in Asia are cruelly exploited for their bile, which is still being used in traditional medicine even though synthetic alternatives exist.



Select key achievements: Bears

We rescued 14 bears from captivity in 2017 in Pakistan, Nepal and Romania. Nine bears in Pakistan were taken to our donor-funded Balkasar bear sanctuary. In Nepal, we saved two bears from dancing and a mother bear and her two cubs in Romania.

South Korea

• Thanks to long-term help from our supporters, World Animal Protection successfully completed its sterilization program. No more animals will be bred in captivity for the bear bile industry in this country.

China

• In compliance checks of three international retailers known for selling bear bile products, we discovered that 20 outlets across China were selling bear bile. With our influence, two of the three retailers have committed to stop selling these products.





Protecting animals in the wild - continued

Select key achievements: Bears continued

Vietnam

• The Hanoi Forest Protection Department microchipped 110 bears from May to July, meaning that all bears healthy enough to be microchipped have been tagged to prevent breeding in captivity. World Animal Protection piloted the technology in Hanoi, where there is a high concentration of farms with captive bears.



- Three Vietnamese provinces agreed to implement microchipping and monitoring campaigns. We have trained government staff in these provinces on animal welfare and helped them complete the microchipping campaign in December 2017.
- Education for Nature Vietnam, an initiative that has resulted in thousands of people taking meaningful action for bears this year, collected more than 14,500 pledges from the public to not collect bear bile in this country.

Romania

- We launched a petition to ask authorities to confiscate bears illegally caged on a property in the village of Fantanele. The public responded with over 168,000 signatures in support of removing the bears, and we are now in talks with authorities to save these animals.
- More than 26,900 people visited the Zarnesti sanctuary to see bears in a more natural environment and to learn about the importance of protecting wild animals from captivity and inhumane treatment.
- In early June 2017, a family of bears including a mother, called Epison, and her two young cubs were removed from a forest near Brasov. Epison had been foraging for food in nearby gardens and farms, bringing her into conflict with the local community and putting her at risk of being euthanized. We were able to save this family and bring the mother and her cubs to Zarnesti where they are now living happily.

Our approach to saving marine animals



We launched the Global Ghost Gear Initiative (GGGI) in 2015 to raise awareness of the catastrophic threat to marine animals caused by abandoned fishing gear. The GGGI brings together global partners to monitor areas impacted by fishing debris, to develop innovative solutions to stop ghost gear and to save marine animals from entanglement. Since it was launched, the GGGI has grown to include 66 member organizations and 12 governments around the world.

Marine animals

An invisible life-and-death struggle is taking place beneath the tranquil surfaces of the world's oceans. Millions of marine animals are losing the battle against ghost gear—discarded or lost fishing gear such as nets, ropes, and plastic packing bands. Defenseless against these virtually indestructible death traps, animals must rely on our intervention and your support to save them.

Protecting animals in the wild - continued

Select key achievements: Marine Animals

• In the U.S., we rescued 268 marine mammals with the Marine Mammals of Maine.



- British clothing brand Fat Face and diving specialists Fourth Element are enthusiastic members of our GGGI and are transforming life-threatening abandoned fishing gear into fashionable bathing suits. The OceanPositive suits are made from recycled fishing gear, and sales of the suits support GGGI.
- We are removing ghost gear from Indonesian waters as part of a new pilot project, in partnership with the Food and Agricultural Organization of the United Nations (FAO) and the Indonesian Government.
- Crab pots have been removed from Northern British Columbia: the clean-up including 49 lost Dungeness crab pots; 7,650 feet of vertical line totaling almost a mile and a half; and over two tons of debris. In addition to dead crabs, several other unintended victims were found in the pots including copper rockfish, red rock crab, scallops and spot prawns.
- We launched the Fathoms Free project, a group of divers who are voluntarily removing ghost nets in Cornwall, UK, where high rates of grey seals are being entangled in abandoned gear. We awarded them a grant to support the purchase of an inflatable boat to aid in their clean-up efforts.
- In Mexico, we removed an astonishing 7,702 square meters of illegal nets. Our work will help protect the habitat of the critically endangered Vaquita porpoise of San Felipe, conducted in collaboration with the diving equipment provider Monterey Bay Diving, and the International Committee for the Recovery of the Vaquita (supported by the Association of Zoos and Aquariums and WWF Mexico).
- The waters off the coast of Alaska are getting cleaner thanks to donor support for our net recovery and recycling program. Our project partners have committed to expand and include four additional harbors in Alaska, serving as a ghost gear removal model for other jurisdictions. 80 nets were retrieved and sent to Denmark for recycling, with enough economic viability in the project that it can expand and self-sustain in 2018.

Every year, 640,000 tons of ghost fishing gear is lost or discarded in our oceans.





Protecting animals in the wild - continued

Wildlife. Not Entertainers -

It's hard to imagine the suffering of the majestic elephant that spends most of her life separated from her family, chained to a concrete surface and forced to perform for tourists. In Thailand's rapidly expanding tourism industry, there are an estimated 2,200 elephants trapped in such conditions. Wild animals like elephants, big cats, sloths, and dolphins shouldn't suffer for our entertainment, and we're fighting to make their lives better.

- In reaction to our report "A close-up on cruelty: The harmful impact of wildlife selfies in the Amazon" released in the fall, Instagram announced that when one of their 800 million users searches for a hashtag associated with harmful behaviour to animals, they will see a content advisory screen: "Animal abuse and the sale of endangered animals or their parts are not allowed on Instagram." There are currently hundreds of hashtags such as #SlothSelfie, #Elephantride, #Dolphinkiss and #MonkeySelfie on Instagram.
- Through our campaign, Wildlife. Not Entertainers, we uncovered the negative impacts of human contact on sloths. When handled by people, these animals are more likely to suffer respiratory and digestive issues, contract viruses and suffer extreme stress resulting in death. We are also studying the welfare of elephants in captivity used for tourist rides in Thai entertainment venues. We are evaluating the changing attitudes of tourists towards these attractions, as expressed by their ratings on TripAdvisor.
- Our investigators also captured video evidence of a sloth being extracted from the wild during an illegal logging operation. The footage raised substantial online awareness of the plight of these animals in conjunction with International Sloth Day. Organizations like National Geographic featured our content, which had over 335,000 views.
- Your support for dolphins held in captivity for tourist entertainment convinced Virgin Australia, Tigerair and Qantas to stop promoting Dolphin Marine Magic in New South Wales.
- Exemplary Voyages became the first travel company in Sri Lanka to commit to stop selling elephant rides and shows.
- Three major Chinese travel companies-CAISSA Tourism Group, FX Trip and ZANADU Trip-have signed our elephant-friendly pledge.
- We launched our 'Taken for a Ride' report and the 'Unite for the Herd' action, which gained 155,000 pledges from supporters. We used this evidence to demonstrate growing demand for elephant-friendly travel at our meeting with elephant camps in Bangkok.

Page 13: Boon Lott's Elephant Sanctuary (BLES) in Thailand rescues elephants which have been used in the entertainment industry. World Animal Protection is supporting BLES in 2017 to fund two nighttime habitats.







Wildlife. Not Entertainers continued

- We are working with elephant venue owners to help them transition their business towards more responsible, animal-friendly tourist experiences. We held an informational event for 20 operators and presented evidence demonstrating tourists' concern for the humane treatment of elephants. We provided ideas for making their businesses healthier for these magnificent animals.
- Over 200,000 people signed our petition calling upon Thai authorities to stop the company behind the infamous Tiger Temple from opening a new attraction. Tiger Temple was shut down in 2016 when dozens of dead tiger cubs and evidence of illegal animal trade were discovered.
- In Thailand, we engaged with two elephant attractions, Sornchana Farm and Elephant Sanctuary and Mandalao Elephant Sanctuary, to discuss ways to make their businesses more animal-friendly.
- We celebrated World Elephant Day with an awareness event in London, UK, along with partners Intrepid Travel and British singer and TV personality, Alesha Dixon. The event was well-attended by members of the public and travel agents and was broadcast on Facebook Live.

Protecting animals in disasters

Animals are often the forgotten victims when disasters strike. Millions of wild and farm animals, along with pets, are threatened each year by floods, hurricanes, earthquakes and droughts. When lost, frightened or injured animals need emergency shelter and veterinary care, we are there on the ground to protect and rescue them.

Our approach

We have more than 50 years of experience leading rescue operations in disaster zones and have saved more than six million animals in that time. When every minute counts, an effective disaster plan can save lives. We help governments and communities prepare in advance so they can move quickly in an emergency to protect animals and to lessen their risk for illness and injury.

Select key achievements

Thanks to your generous support, World Animal Protection was able to help a total of 847,293 animals affected by disasters worldwide over the past year. Included in this total are:

- 609,393 animals directly helped
- 237,900 animals indirectly helped
- 14 interventions in 16 countries
- In Argentina, we fed and treated 100,000 animals affected by out-of-control wildfires including: 90,000 cattle; 2,000 orphaned calves; 5,000 horses; and 3,000 goats and sheep. And 25,000 animals were indirectly helped as 50,000 cows were able to give birth safely to their calves.
- A serious drought in Bolivia raised the risk for starvation for thousands of farm animals. We delivered over four tons of barley seeds, enough to produce 270 tons of dry hay barley and to feed over 34,000 animals including cattle, camels and sheep. And we provided 24 tons of food supplements to improve their health. We also indirectly helped 3,900 alpacas that, with our intervention, gave birth to healthy babies.
- We were able to get food and medicine to 89,000 animals isolated by floods in the Surathani province of Thailand including buffalo, cattle, pigs and pets.
- In Kenya, we helped 86,863 animals by providing a month of feed and supplements for 78,793 farm animals and veterinary treatments for 8,070 livestock.



- Our emergency response team cared for 8,100 companion animals and livestock affected by floods and landslides in Brazil. Peru was also devastated by floods last year, injuring thousands of pets. We delivered dog food, antibiotics, wound dressing, pain killers and shelter for 5,000 animals.
- Hurricane Irma caused catastrophic destruction on the Caribbean islands of Barbuda, Turks and Caicos, Haiti and Dominica. Donor support enabled us to respond quickly to the emergency with food and veterinary care for 50,000 injured and starving animals.





Select key achievements - continued



• A devastating 7.1 earthquake struck Mexico City on September 19, leaving over 300 people killed and thousands injured. Thanks to our preparedness work with the Government of Mexico, the country was ready to respond to the crisis: emergency shelters were able to accommodate people with pets, and mobile vet clinics and a network of private vets provided aid. Also, non-governmental organizations set up a site for reconnecting lost pets with their owners.

In addition to our emergency work on the ground directly helping animals, we're working with governments around the world to help them take steps to prevent animal deaths and injuries during future emergencies. Highlights of this work include:



- Raising awareness for the need to include animal welfare in global disaster risk reduction at a planning session of the United Nations ' Regional Platform for Disaster Risk Reduction in Montreal, Canada.
- Organizing courses on Veterinary Emergency Response Operations in six states in India, training a total of 291 veterinary students.

Above: Ambae volcano in Vanuatu started erupting in September 2017. The Government of Vanuatu ordered the evacuation of all of Ambae island residents to nearby islands. In January 2018, they began returning to the island. World Animal Protection deployed to assess the islands animal welfare needs and provide assistance to locals who had been forced to leave their livestock and pets behind.

Statements of financial position as of December 31, 2017 and 2016

	2017	2016
ASSETS		
Cash and cash equivalents	\$2,733,378	\$1,541,202
Contributions receivable	500,092	938,971
Prepaid expenses and other assets	155,662	153,633
Investments	1,367,243	1,217,968
Property and equipment, net	75,557	101,998
TOTAL ASSETS	\$4,831,932	\$3,953,772
IABILITIES		
Accounts payable and accrued expenses	\$183,188	\$150,995
Due to related parties	658,451	797,079
Other liabilities	96,031	121,961
TOTAL LIABILITIES	937,670	1,070,035
COMMITMENTS AND CONTINGENCIES		
NET ASSETS		
Unrestricted	2,195,007	1,484,029
Temporarily restricted	657,680	358,133
Permanently restricted	1,041,575	1,041,575
Total net assets	\$3,894,262	2,883,737
Total liabilities and net assets	\$4,831,932	\$3,953,772

Statement of activities for the years ended December 31, 2017 and 2016

	2017	2016
OPERATING SUPPORT AND REVENUE	••••••	••••••
Contributions	\$ 3,658,458	\$ 3,673,840
Contributions - bequests and trusts	2,293,231	1,287,088
Contributions - from Parent	40,551	614,354
Contributions - donation in kind	1,123,124	846,650
Interest and dividends	32,761	28,51
Other income	250,000	
Net assets released from restrictions		
TOTAL OPERATING SUPPORT AND REVENUE	7,398,125	6,450,462
OPERATING EXPENSES		
Program services: Animal protection and humane education	4,928,637	4,739,874
Total program services	4,928,637	4,739,87
Support services:		
Management and general	263,335	268,59
Fundraising	1,345,497	1,271,372
Total support services	1,608,832	1,539,972
Total expenses	6,537,469	6,279,840
CHANGE IN NET ASSETS FROM OPERATIONS	860,656	170,610
NON-OPERATING REVENUE		
Investment activity	144,808	58,660
Other	5,061	10,68
TOTAL NON-OPERATING ACTIVITIES	149,869	69,34
CHANGE IN NET ASSETS	1,010,525	239,95;
Net assets, beginning of year	2,883,737	2,643,780
NET ASSETS, END OF YEAR	\$ 3,894,262	\$ 2,883,73

What's next for World Animal Protection

It's been an incredible year of progress and improvement for the world's animals, thanks to your generous support. And our efforts to identify risks, change attitudes, and develop new programs continue to grow. As a valued donor to World Animal Protection, we would like to give you a look ahead to some of our plans to save more animals in 2018.

Animals in Farming

We will expand our proven strategies to transform agriculture, creating better lives for one billion animals by 2020. We will continue working with large, multi-national food companies and smaller producers to raise global standards for the humane and ethical treatment of dairy cows, chickens and pigs.

Animals in Communities

In Africa, we will fulfill significant goals for our rabies vaccination programs for dogs. In Sierra Leone, we plan to treat 100,000 dogs by July 2018. And in Kenya, we will reach a target of 120,000 dogs vaccinated.

Animals in the Wild

We will work with two elephant entertainment venues in Thailand to raise the animal welfare standards of these attractions, ensuring they put the needs of elephants first. We will support the AIUNAU sloth sanctuary in Colombia with the addition of four new enclosures, so more animals can be rehabilitated and safely released to the jungle. We will also work to end the cruel and dangerous trade of exotic animals as pets.

Animals in Disasters

Every year, governments around the world show greater interest in establishing protocols for animals affected by disasters. We pledge to help communities prepare for emergencies with proven strategies and plans that give animals the best chance for survival.

Thank you for helping us move the world to protect animals. Your support gives a voice to animals and raises awareness of the life-threatening issues they face. With your support, we are protecting their natural environments, rescuing them from harmful captivity and giving them happier, healthier lives.

Thank you!



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We were known as WSPA (World Society for the Protection of Animals)

www.worldanimalprotection.us



World Animal Protection US



@MoveTheWorldUS



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World Animal Protection is a registered 501(c)(3) nonprofit organization. Our tax identification number is 04-2718182.