

Our Team

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Have you Discovered HumaneSpot.org?

If you're an animal advocate, we know you're already **smart** and **compassionate**. We're here to help you be more **effective**. HRC is very pleased to introduce HumaneSpot.org, our new online animal advocacy resource center!

We've put together a powerful (and free) set of tools that are tailored to the needs of animal advocates. Here are a few of the resources we offer:

- Comprehensive database of more than 400 records including abstracts and many full reports
- Personalized email or RSS "spotlights" to keep advocates up to date on topics of their choice
- Personalized home pages to save items of interest for quick and easy reference in the future
- Advanced search options so you can dive into our content and always find what you're looking for
- Hand-picked external resources including useful websites, journals, articles, and other resources

Visit HRC's HumaneSpot.org today to register and begin using our advocate-only research tools and resources.



Strategy + Information = Results



The Humane Research Council is a nonprofit consulting firm that provides a wide range of inexpensive and highly relevant research services to animal (and environmental) advocates. With years of experience in grassroots and national animal advocacy, we understand the complexities of the many issues that impact animals and the need for advocates to have access to reliable, low-cost research.



The Humane Research Council (HRC) empowers fellow animal advocates with access to the research, analysis, strategies, and messages that maximize their effectiveness to reduce animal suffering.

Our Services and Methods

HRC offers a wide range of consumer and market research services to help animal advocacy groups learn about their target audiences, create effective messages, and evaluate the success of campaigns and projects. Using these and other methods enables advocates to better target their audience(s), focus their messaging, and validate their materials or campaigns before they are ever printed or launched, potentially saving wasted resources on less effective approaches. These methods are also used to evaluate advocacy materials and campaigns already in place, in order to make changes or improve the effectiveness of similar efforts in the future.

Below is an overview of HRC's most popular services.

- Research planning and design
- Secondary research and analysis
- Internet and "snail mail" surveys
- Depth interviews and focus groups
- Benchmarking and assessment studies
- Materials evaluation and concept testing
- Fundraising and donor research
- Opposition research and analysis

Please contact us for a more detailed description of HRC's services and methods.



Our Approach

HRC's research projects usually begin with a free consultation and walk-through of the research process (if needed). We will ask questions about your goals and help you identify the essential research issues for your project, then suggest cost-effective methods to answer only those questions that are critical to your campaign. We can also help you define your objectives through exploratory research or establish baselines to measure your program's impact. Once we fully understand your needs, HRC will submit a proposal and cost estimate. Work begins on a project as soon as the client agrees to the proposal (we typically require a portion of the project costs before beginning work).

Our Fee Structure

HRC works almost exclusively for non-profit animal advocacy organizations and we cater our services to the tight budgets of both local and national groups. The quality of our services is equal to or greater than those of top-notch commercial research vendors, but our fees are well below market cost. Additionally, we offer a sliding scale for smaller organizations (in addition to our many free resources). Because HRC is a tax-exempt nonprofit organization, we keep our salaries low and reinvest all of our income in new resources and services for animal advocates.

Our Satisfied Clients

"The Humane Research Council is a professional organization that can help us be as persuasive and effective as possible on behalf of animals, and can help our movement evolve into a powerful force for policy change."

Michael Markarian, Humane Society of the United States

- American Society for the Prevention of Cruelty to Animals
- Animal Place / Farmed Animal Watch
- Animal Protection Institute
- Anonymous for Animal Rights
- Farm Sanctuary
- The Fund for Animals
- The Handsel Foundation
- Humane Society of the United States
- **Massachusetts Society for the Prevention of Cruelty to Animals**
- National Council for Animal Protection
- New England Anti-Vivisection Society
- Physicians Committee for Responsible Medicine
- United Animal Nations
- Vegan Outreach
- Viva! USA