



Our rescued "broiler" hen, Rosa

2015 ANNUAL REPORT



Impact 2015

Our online content reached well over 20 million people, up from 6 million in 2014, through our online outreach and activism, at an average cost of just one penny for every 200 people reached!

We've developed a network of 20 screened caregivers who adopted over 30 of our rescues, allowing us to increase our rescue work.

We launched Free from Harm's Pollinators Network and recruited 175 new volunteers to the Network, helping us expand our social media presence, particularly on Facebook.

We've become a recognized resource for major and independent media, with coverage in leading media sources like the TODAY show, TIME, The Chicago Tribune, NPR and Talk Radio Europe, to name a few.

We presented and tabled at many leading animal-friendly festivals in the U.S. including those in Washington D.C., San Francisco, Portland, Madison, Chicago and Indianapolis.



Media 2015



Recent Broadcast Media

July 22, 2015

[World Vegan Radio interview with Michael Battey](#)

June 16, 2015

[Interview with Mercedes Zambrano of The Onion Knight Show](#)

May 7, 2015

[Interview with Christina Laura Saintz Live Vegan Vibrantly Summit \(online\)](#)

February 6, 2015

[Radio interview with Ginger Lelani-Chapin](#)

January 21, 2015

[Interview with Pamela Ziemann "Enlighten Yourself: Know Where Your Food Comes From!"](#)

January 16, 2015

[Interview with Pippa Jones Talk Radio Europe](#)

December 14, 2014

[ACT Radio interview](#)

Recent Print/Web Media

March 7, 2016

[Putting Out Michael Pollan's Fire Vegan Place blog](#)

February, 2016

[What's the Point of Keeping a Hen Who Cannot Lay Eggs? Compassionate Man Magazine](#)

January 12, 2016

[Interview for Agência de Notícias de Direitos Animais \(ANDA\)](#)

September 21, 2015

[Interview with Annabel Ruffell Journey for Earth](#)

August 9, 2015

["Backyard chicken rescuer tries to seed compassion for birds" Chicago Tribune](#)

May 27, 2015

["Eggs getting too expensive? Substitutes to use in baking, scrambles and more" TODAY show website](#)

April 1, 2015

["10 Questions: Vegan Rockstar Edition with Robert Grillo" VeganStreet blog](#)

Team 2015

Board of Directors



Robert Grillo, President

Robert has 20 years of experience as a marketing communications professional. He is Free from Harm's founder and director since 2009, as well as an author, activist and speaker.



Shuba Iyer, Secretary

Shuba has over 10 years of experience managing global projects for top IT companies and holds a Masters in Information Technology.



Subramanian Iyer, Treasurer

Subu is a banking and financial risk management professional with an MBA in Finance and MIS from Michigan State University.



Thomas Vavrek, Advisory board member

Thomas is a commercial architect with 21 years of experience and principal of Vavrek Architects, Inc. which he founded in 2005.



Pamela Ziemann, Advisory board member

Certified chef and instructor, owner of Elemental Cuisine. Pamela is an international speaker on health, wellness, ethics and food.

Staff

Robert Grillo, Executive Director

Ashley Capps, Associate Editor, staff writer, social media coordinator

Carla Vissers, Associate Editor, proofreader

Ernesto Melchor Alonso, Office Administrator, social media coordinator

Sheila Anderson, Eric Goldman, Webmasters

Contributors

We would like to thank the following authors and activists for their special contribution to Free from Harm:

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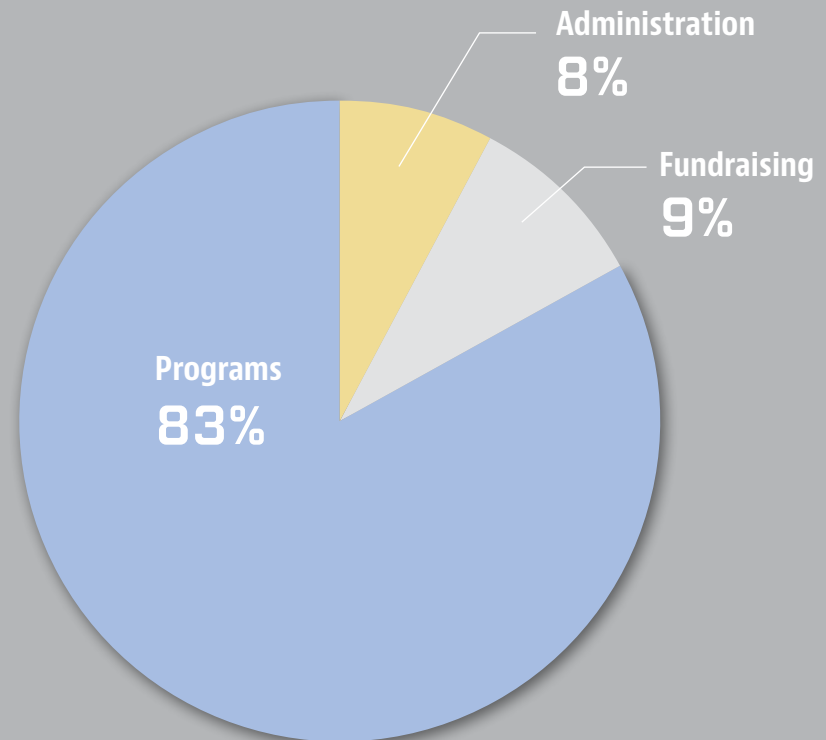
Richard Oppenlander

Financials 2015

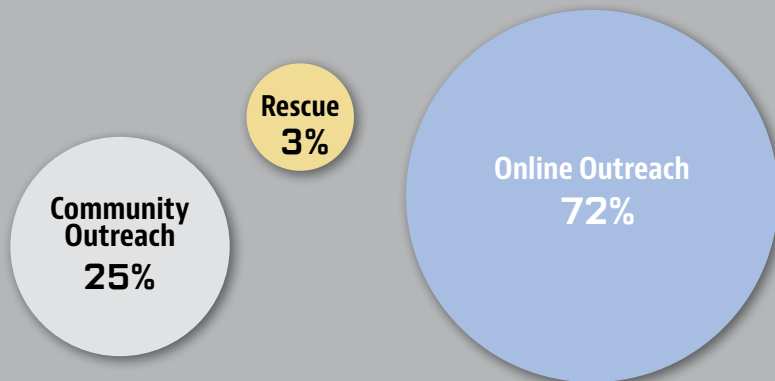
2015 Total public support	\$117,218.49
2015 Total expenses	\$43,912.60
Programs*	\$35,197.02
Administration	\$3,301.12
Fundraising	\$4,162.63
Net assets at year end	\$193,954.42

*Key programs are rescue, online and community outreach campaigns

Here's where our donor dollars went in 2015:



Here's how we allocated funds for our programs:



Thank you!

Without you, we would not be the organization we are today that emerged from humble beginnings seven years ago to reach over 20 million people in 2015 through our farmed animal education and advocacy programs. And we're poised to become an even stronger presence for farmed animals in 2016 and beyond.

Your generosity and commitment have allowed us to do more, think bigger, and plan more strategically into the future.

Still, our vision remains as clear and uncompromising as ever. We continue to strive for a world where animals are no longer exploited or harmed to satisfy human pleasures.

Farmed animals are "the 99%" who suffer at human hands, yet ending their suffering is completely within our reach. And helping farmed animals helps all of the other important social justices causes as well, including human rights, environmental justice, world hunger, and human health to name just a few.

We thank you wholeheartedly for being a part of our community that empowers and inspires animal advocates, the media, institutions and the public at large.

Our rescued Pekin duck couple, Ginger and Fred | photo: Robert Grillo

Be their voice!

piglets being transported to slaughter
photo: Jo-Anne McArthur | weanimals.org

Here's how you can get involved:

- > Make a tax-deductible, one-time or monthly recurring gift at freefromharm.org/donate, or mail a check payable to *Free from Harm*, PO Box 607604, Chicago, IL 60660, USA
- > Subscribe to news alerts at freefromharm.org/subscribe
- > Join our thriving Facebook community of over 117,000 fans at <https://www.facebook.com/FreeFromHarm>
- > Share links to our web content anywhere you're online, and join us on [Twitter](#), [Instagram](#) and [YouTube](#)
- > Join our [Pollinators Network](#) and inquire about other volunteer opportunities at info@freefromharm.org
- > Tell your favorite media outlets you want them to cover Free from Harm's perspective
- > Refer us to someone you know in the media who might be interested in our work.