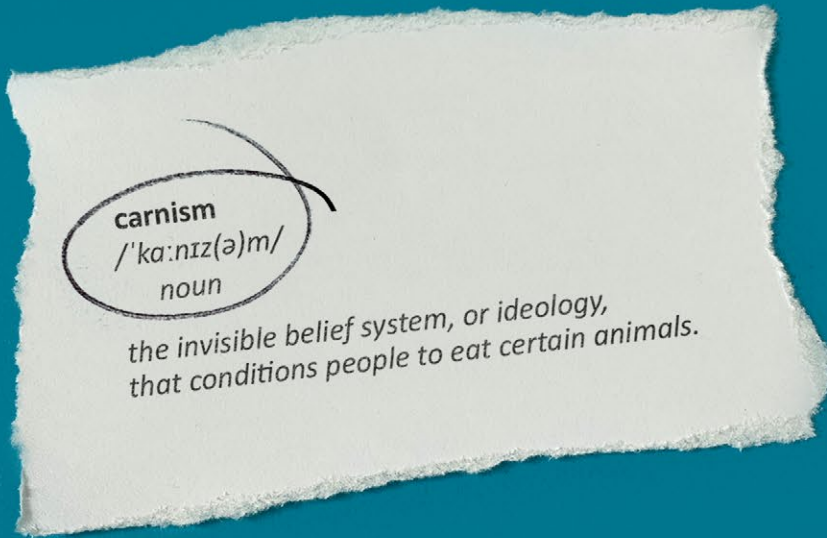




# Beyond Carnism

We don't help people see different things.  
We help them see the same things, differently.



## Fundraising and Development **Manager**

-  Fundraising and Development Manager
-  \$47,500-\$54,000 / £35,000-£40,000 / €41,000-€47,000
-  Part time or full time
-  Permanent
-  Remote, anywhere globally



**0203 750 3111**  
bamboofundraising.co.uk

# Beyond Carnism

## What is Carnism?

Carnism is the invisible belief system, or ideology, that conditions people to eat certain animals.

Carnism is essentially the opposite of veganism. "Carn" means "flesh" or "of the flesh" and "ism" refers to a belief system.

Because carnism is invisible, people rarely realize that eating animals is a choice, rather than a given. In meat-eating cultures around the world, people typically don't think about why they eat certain animals but not others, or why they eat any animals at all. But when eating animals is not a necessity, which is the case for many people in the world today, then it's a choice, and choices always stem from beliefs.

As long as we remain unaware of how carnism impacts us, we'll be unable to make our food choices freely—because without awareness, there is no free choice.

## Who We Are

Beyond Carnism is a US-based, international organization dedicated to exposing and transforming carnism, the invisible belief system that conditions people to eat certain animals.

Carnism causes extensive suffering. Animal agriculture is responsible for the unnecessary slaughter of 72 billion land animals and between one and three trillion fish and other aquatic animals worldwide per year, and it is a major contributor to environmental degradation, human disease, and human rights violations. However, the majority of people who eat animals are unaware that they are contributing to such destruction.

At Beyond Carnism, we believe that people need and deserve to know the truth about carnism, so they can make their food choices freely.

Beyond Carnism seeks to empower nonvegan consumers and vegan advocates through awareness raising and training, to help create a more just and compassionate world for all beings, human and nonhuman alike.

## Diverse Teams

At Beyond Carnism, we are committed to equal opportunities and to creating a diverse and inclusive work culture. The commitment to fostering an environment that welcomes and embraces diversity is one of our core values and is reflected in our internal and external communications. We especially encourage people of color, LGBTQ people, transgender and gender non-conforming people, and people with disabilities to apply. Furthermore, all employees are required to become literate around privilege and systems of oppression, and we will provide the information necessary to help staff develop such awareness.

# Our Principles



## Awareness Raising

We believe that it is impossible to have an objective conversation about eating animals as long as carnism remains unexamined. We therefore believe that it's essential to raise awareness of carnism so that the system becomes visible.



## Effective Altruism

We are committed to the principles of effective altruism, in that we employ evidence and reason to make choices that are as impactful as possible.



## Acknowledge the Limits of Free Choice

We recognize that certain people, such as those who are economically disadvantaged or geographically dependent on eating animals, are unable to make their food choices freely.



## Nonviolence

We are committed to nonviolence in attitude and action. Beyond Carnism does not endorse physical violence or violent communication.



## Transforming Powerarchy

Carnism causes extensive harm to animals, the environment, and humans, and it is informed by the same belief system that drives all forms of oppression and abuse, which Melanie Joy refers to as powerarchy. Transforming carnism is essential to both ending the problems caused by animal agriculture and to transforming powerarchy more broadly.



## Relational Literacy

Carnism and other powerarchies condition us to relate to others—human and nonhuman—in a way that is dysfunctional, or harmful. Therefore, building relational literacy, the understanding of and ability to practice healthy ways of relating, is central to helping create a more just and compassionate world.

# Our Founder

**Melanie Joy**, PhD, EdM, is a Harvard-educated psychologist specializing in the psychology of eating animals, social transformation, and relationships. She is widely recognized as a thought leader and is best known for her pioneering work developing her theory of carnism. Her analyses have helped to explain why people engage in “nonrelational” behaviors—behaviors that harm other people, animals, the planet, and themselves—as well as how to change this pattern.

She is an award-winning author of six books, including the bestselling *Why We Love Dogs, Eat Pigs, and Wear Cows*. She is also an internationally recognized speaker and trainer who has presented her work in fifty countries across six continents. Her work has been featured by media outlets around the world, including the *New York Times*, BBC, NPR, and ABC Australia. She is the eighth recipient of the Ahimsa Award—previously given to the Dalai Lama and Nelson Mandela—for her work on global nonviolence, and she received both the Peter Singer Prize and the Empty Cages Prize for her work developing strategies to reduce the suffering of animals.



# Our Work

At Beyond Carnism, we believe that meaningful social change requires a two-pronged strategic approach, which entails weakening the oppressive system (carnism) and strengthening the system that challenges it (veganism).

For this reason, all our programs are designed to decrease the power of carnism and increase the power of veganism, through awareness-raising and training.



Books



Global Workshops



Webinar



Viral Video Campaigns

## Carnism Awareness Raising



### Center for Effective Vegan Advocacy

We work to increase the impact of vegan advocacy worldwide by increasing the effectiveness of vegan advocates and organizations, and by helping to create a more unified and resilient vegan movement.

CEVA provides on-site and online trainings, organizational consulting, and leadership support at low to no cost, by highly experienced trainers.

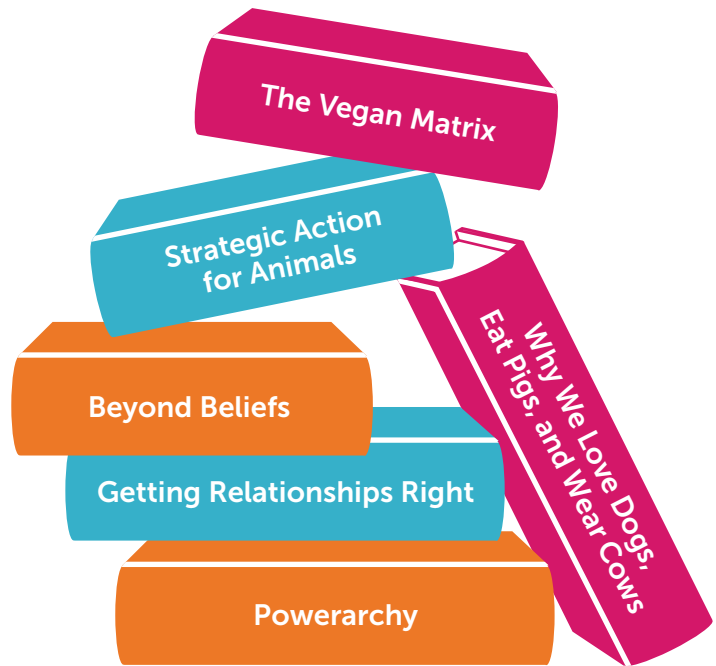


### Relational Literacy

Because we recognize that relational dysfunction (harmful ways of relating) is the metaproblem that gives rise to carnism and other, intersecting problems—and that weakens the vegan movement—our metamission is to help create a more relational world. We work toward this end by promoting awareness of relational literacy, the understanding of and ability to practice healthy ways of relating.

# Our Work

## Books



## Feedback



There's plenty of information in this book, and insight, and argument. But the true achievement of *Why We Love Dogs, Eat Pigs, and Wear Cows*, is that it reminds us of what we already know. With eloquence and humility, Melanie Joy appeals to the values that all of us already have, and have always had. She reminds us of who we are."

**JONATHAN SAFRAN FOER**



Melanie Joy is a thought leader whose work is potentially world changing. A few years from now, 'carnism' will be a household term, and how we think about eating animals will be fundamentally altered."

**MANEKA SANJAY GANDHI**

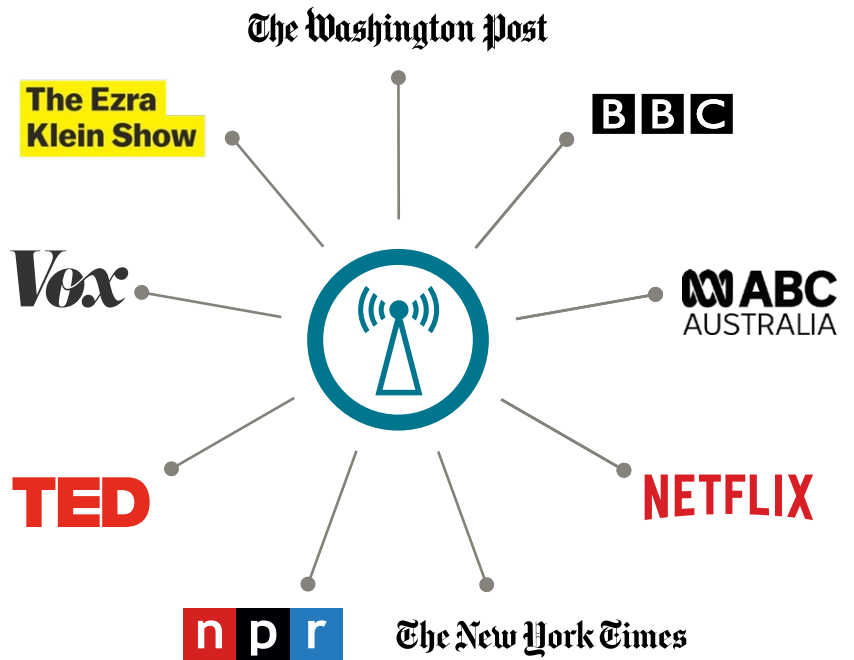


Melanie Joy's book is an important and groundbreaking contribution to the struggle for the welfare of animals. It helps us step outside the box of 'carnism' so that we are better positioned to think critically and be a part of the solution, helping to create a more compassionate and sustainable world."

**YUVAL NOAH HARARI**

# Our Reach

## Media Coverage



## Viral Videos



30 Million+ Views

## Awards



Ahimsa Award



Peter Singer Prize



Empty Cages Prize

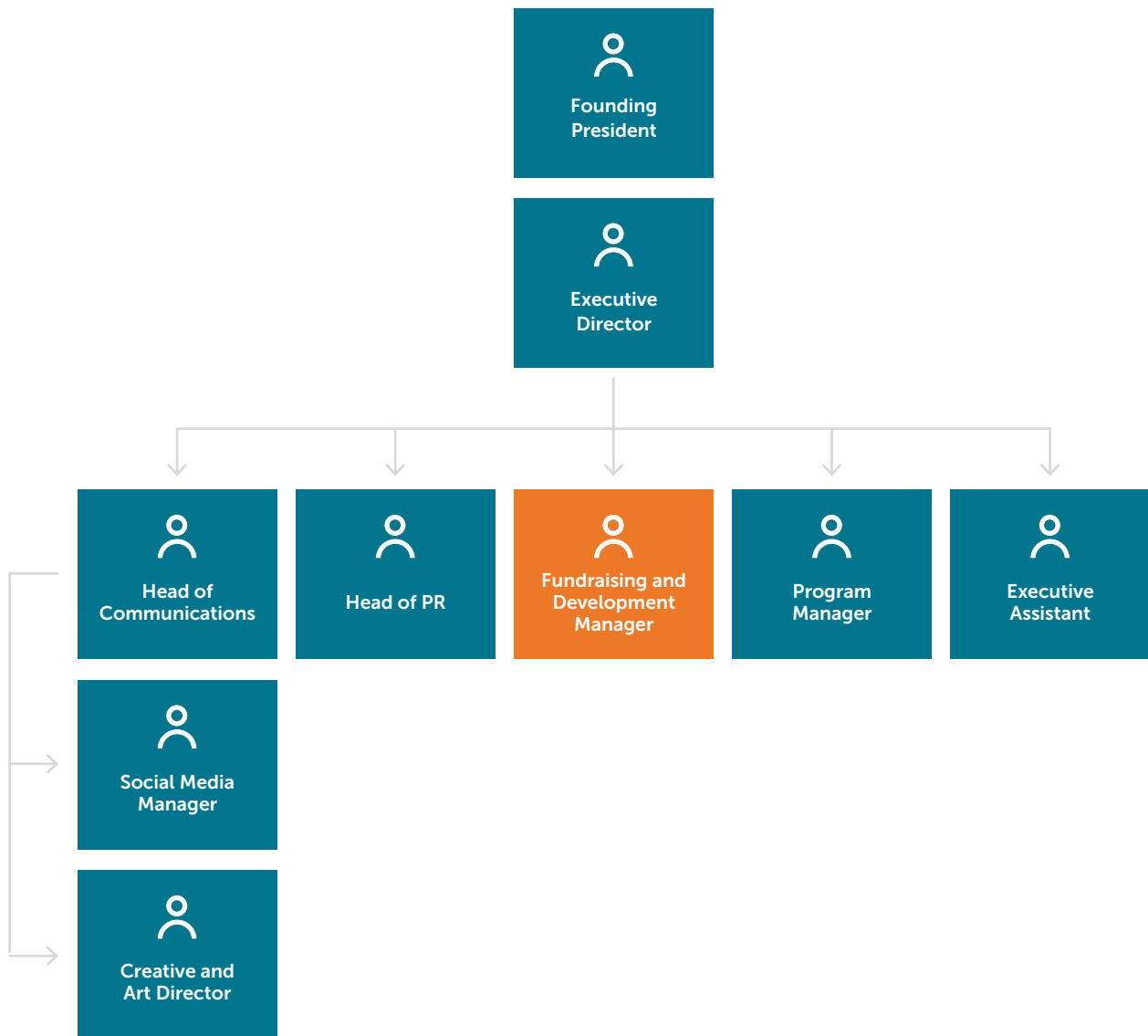


International PR Award for Viral Video (2017)



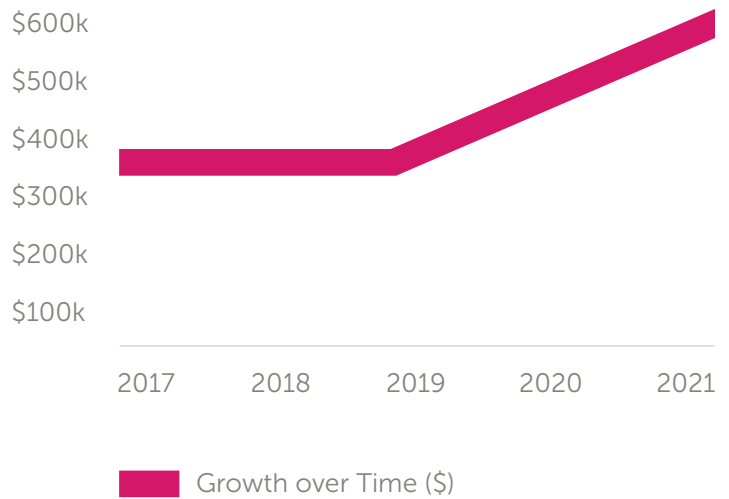
Nautilus Award

# Our Team

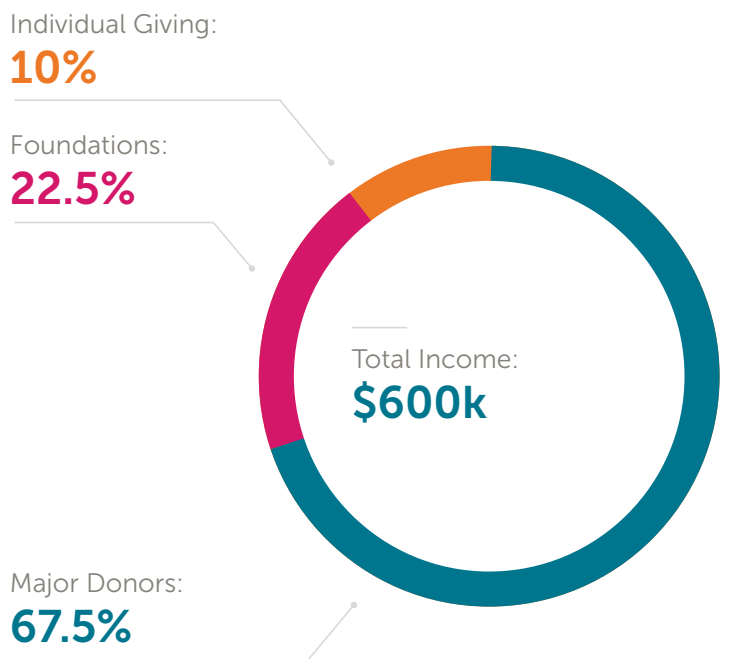


# Our Finances

## Growth



## Income



# The Role

Role: **Fundraising and Development Manager**

Salary: **\$47,500-\$55,000**  
**£35,000-£40,000**  
**€41,000-€47,000**

Contract: **Permanent, full time or part time**

Location: **Remote, anywhere globally**

Reports to: **Executive Director**

We are looking for a senior fundraiser with experience across a broad range of income streams, with a primary focus on major donors and foundations.

You will be tasked with leading our fundraising function to a bright new future, helping us drive growth across our global network.

## Responsibilities

- Work with the president, executive director, and board to develop and implement a growth-focused annual fundraising plan
- Implement and maintain robust fundraising system processes
- Carry out mapping of the existing major donor network, with a view to identifying and cultivating prospective donors
- Provide support to our president in managing and developing relationships with major donors
- Develop and implement a proactive, best-in-class supporter journey, ensuring consistent and constructive relationships as we grow
- Work with the communications and program teams to devise and oversee a supporter acquisition and supporter journey plan
- Draft fundraising and development communications and related materials in collaboration with the communications team
- Identify and apply for grants and other funding opportunities, working in collaboration with the executive director and the president
- Manage the fundraising and development communications calendar, keeping our donors up to date on our activities
- Produce reports on and analyses of fundraising activities
- Monitor the fundraising market to identify and implement other fundraising revenue streams, and develop and execute creative strategies to expand our donor base

# What We're Looking For



## Dynamic Fundraiser

Our contact network and the introductions that come from it flow quickly. We need someone with good instincts who can build on this and ensure that we don't miss opportunities.



## System Builder

In such a fast-paced organization, opportunities are sometimes missed. We need someone with experience of building the systems and putting in place the processes that ensure we work in the best way possible with all of our donors.



## Ambition without Ego

We are a driven, high-performing team and we are also a collaborative one. We strive to be as successful as we can be, but we make sure that all opinions are given equal consideration in the process. We need someone who loves to innovate and collaborate.



## Relationship Multi-tasker

While this role will have a primary focus on major donor and foundation income, we need someone with a good strategic fundraising head who can identify and capitalize on a variety of opportunities.

# The Application

Applications for this role should include a full resume and a supporting statement (of no more than two pages) that highlight the reason for your interest in this post, how your experience matches what we're looking for, and what you think you could bring to the team and the organization.

Beyond Carnism is being supported in this search by **Bamboo Fundraising Recruitment**.

Please contact our retained consultant **Graham Drew** to discuss the role in more detail on:

0203 750 3111

[graham@bamboofundraising.co.uk](mailto:graham@bamboofundraising.co.uk)