



All The Good We Can Do

An overview of our efforts and future planning



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Foreword

Kinder Ground is unique solution to a common challenge. Good animal welfare is foundational to sustainability, a healthy business and planet. Yet, near term goals focused on maximizing profit and efficiency overshadow the long-term negative impacts that less-than-optimal welfare has on the farm and the planet.

Society and agribusiness have responded to this challenge by creating animal welfare programs, legislation, and audits to force and enforce better welfare practices. Kinder Ground recognized that progress in animal welfare hadn't just stalled, it had encouraged a habit of compliance, not compassion. The planet demands and the animals deserve better!

2025 Lessons and Learnings



"Education is the key to opening paths and possibilities. I believe the Kinder Hoof Care Academy holds the greatest potential for impacting the welfare of dairy cattle on a global scale"



Dr. Jen - Co-Founder, Chief Animal Welfare Officer

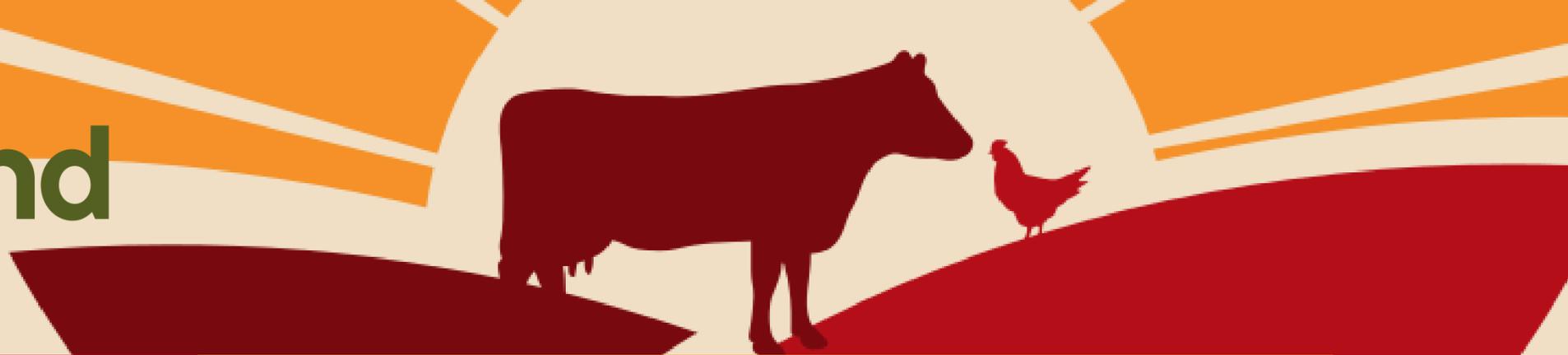
A unique solution to a common challenge



Kinder Ground recognized that the greatest barrier to sustainable agriculture is ensuring animal welfare is not compromised for short term gains in maximizing efficiency. This is evidenced by seemingly intractable rates of “production diseases”, mortality and antibiotic use on farms as well as the challenges to productive life. Total estimated global losses in dairy alone were US\$65 billion in 2024, \$6B of that attributed to lameness. One third of piglets born, never make it to market,

respiratory disease alone, costing the pork industry an estimated \$1.2 billion per year. To make any meaningful improvement to these metrics the first hurdle we must clear is improving the welfare of animals in production, that is, creating environments where animals thrive, not merely survive. Kinder Ground understands that the key to success is allowing farmers to see, first-hand, the benefits of providing better welfare.

Why Kinder Ground



Our mission and vision

At Kinder Ground, our vision is a world that shares responsibility for cultivating kindness, compassion, and respect for the animals and people that sustain us. Kinder Ground grew from a shared vision, applying lessons learned on the farm, at the university and across the supply chain. We are partnering with the farming community to identify, develop, and implement ways to provide farmed animals with a life worth living.



Experience Matters

Kinder Ground's theory of change is based on 50+ years of shared experience and the understanding that incremental change is cumulative and the most effective way to shift the Overton window on farmed animal welfare. When it comes to animal welfare, we understand that not everything that counts can be counted. We have also shown that it doesn't cost a lot to make things a little better; it takes trust and everyone having skin in the game.



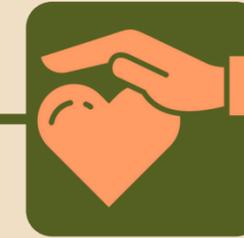
Poverty

Ensuring the health and welfare of livestock is the most accessible way to provide a pathway out of poverty while providing valuable nutrition for a growing population.



Zero Hunger

Many worry about producing more. We understand the greatest opportunity to address hunger is to eliminate waste and that starts on the farm. Every mortality represents waste, not only in the form of the animal product but wasted feed and resources invested in each animal until it died.



Good Health & Well-Being

Antimicrobial resistance (AMR) poses a fundamental threat to human health, development, and security. Animal agriculture must shoulder its share of responsibility. That starts with decreasing the need for antibiotics by protecting the health and welfare of the animals first and foremost.

Kinder Grounds dedication to animal welfare means that we have a positive impact in helping farmers contribute to meeting 6 of the UN Sustainable Development Goals.

TACKLING BIG PROBLEMS FROM THE GROUND UP



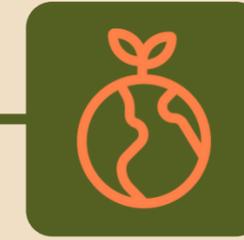
Decent Work & Economic Growth

Animal agriculture employs 1 out of every 6 people worldwide. Animal agriculture depends on its caregivers. That means we must consider the welfare of the caregiver as well as the animals they care for. Welfare is not just about having fewer sick animals; it's about creating a healthy environment where everyone thrives.



Responsible Production

Kinder Ground understands the healthy tension between efficiency, protecting the environment, and protecting the health and welfare of the animals we benefit from in. We also understand that increasing production without consideration for optimal welfare results in a less efficient system in the long run and more waste.



Climate Action

Our greatest opportunity to decrease the emission footprint of animal agriculture is through responsible intensification which requires that we strike a balance, optimizing animal welfare with production.

The far-reaching impact of animal welfare is incredible when examined under this lens. Animal welfare is foundational to sustainability, healthy people and a healthy planet.

BETTER ANIMAL WELFARE IS BETTER FOR US ALL

Our Theory Of Change

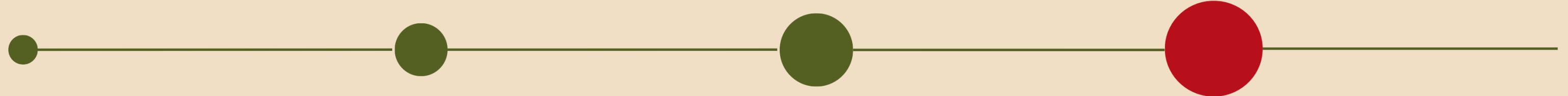
Not everything that counts can be counted.
That's why we have done our best to
construct a robust theory of change.



The first step to improving animal welfare is imagining what better looks like. Kinder Ground appreciates that farmers have great ideas for improving welfare and know best how to make them work on their farm. We also recognize that how we create environments where animals thrive cannot be mandated. There is no cookie-cutter approach to meet this challenge. Mandating humane care and record keeping was important, and low hanging fruit. Improving systems and management such that animals thrive is steeper climb and farm specific. Kinder Ground also recognizes that farmers learn best from other farmers, and trying something new is much easier when you have someone to try it with.

BETTER TOGETHER

Our non-profit journey yesterday and tomorrow



2022

Kinder Ground was founded November 30

2023 -2024

Our first pilot projects were funded by our founders. Dr. Jen quit her day job to dedicate her whole-hearted self to the mission and gathering evidence that our theory of change can work

2025

We have fostered a community that has continuously provided funding to kick-start our efforts. 32 Projects in total, and over 320,000 farm animals' lives will be improved.

Tomorrow

To meet our goal to deliver 30 projects every year by 2030, we need to cultivate partnerships that can offer transformative financial support.



Our journey in numbers

We don't aim for change alone, but for truly transformative impact. We know we must prioritize, and we choose to focus on the biggest, most neglected, yet fixable problems.

CATALYZE

180,000

The number of farm animals given extra care and comfort by transforming farmer ideas for better into action

CULTIVATE

1,100

The number of students and caregivers trained, cultivating the future of compassionate and capable farm animal caregivers

CELEBRATE

300

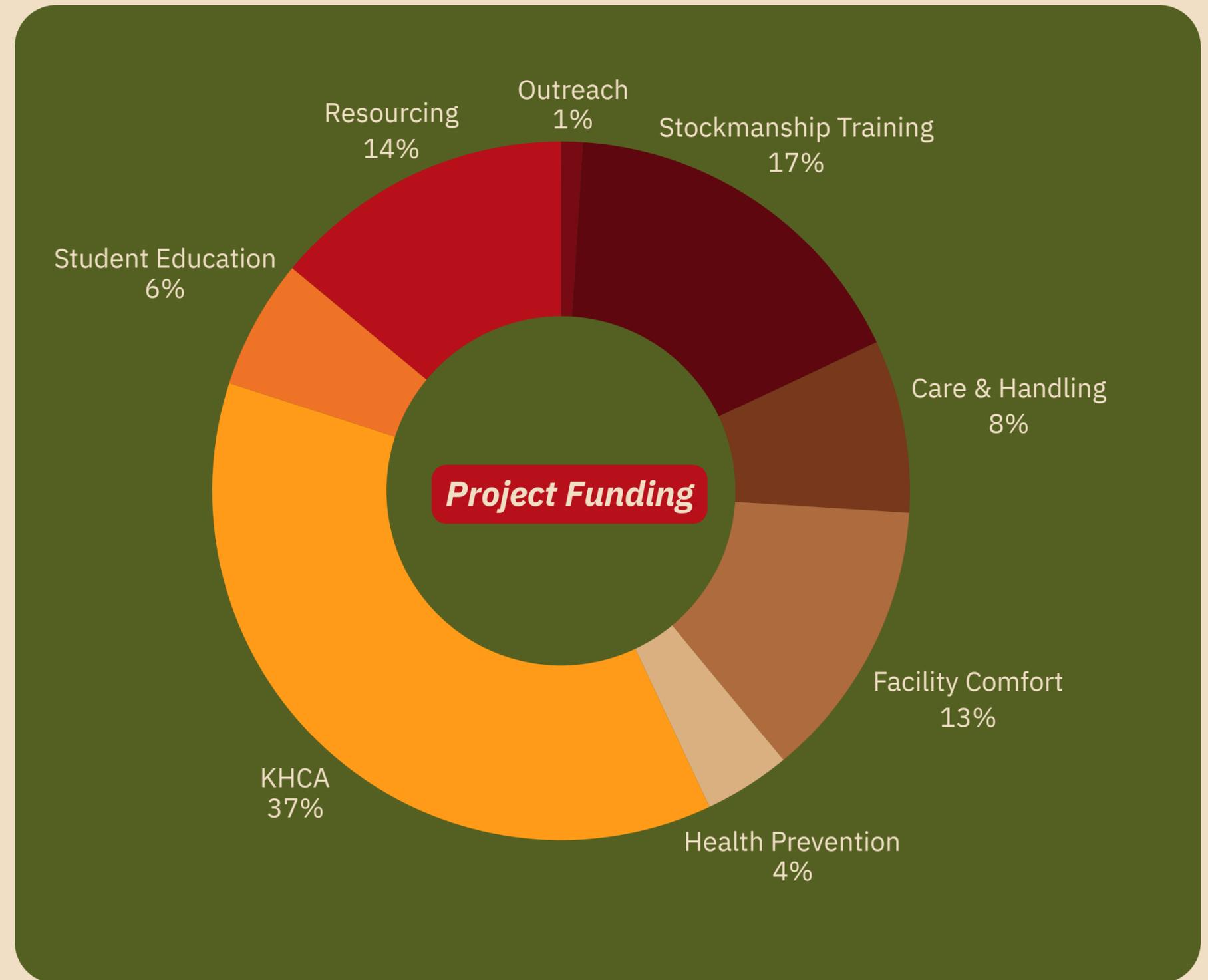
The number of farmers that have participated in community building, sharing ideas and better practices

» NEXT

32 Project Grants

In our first 3 years

Our theory of change gives farmers and their trusted advisors permission to imagine the possibilities and encourage taking a chance. Kinder Ground bares some of the risk and shares the rewards by communicating the learnings to the farming community. Our collaborative efforts with sponsors and donors have helped amplify our impact. We have proof our theory of change works and are ready to advance change further and faster than ever before.



2025 Lessons and Learnings

Our growing network of champions



Kinder Hoof Care Academy



Humane Handling Training



Dairy Stockmanship Training



AVMA Animal Welfare Judging Contest

Through the Kinder Hoof Care Academy and other supported trainings, animal care champions from Ecuador to Alberta have joined our Kinder community

Doing Good Doesn't Have To Cost A Lot

We have proven that doing good does not have to cost a lot. Little things can make a big difference.



\$5,200 The average grant awarded is only a little over five thousand dollars.

\$0.51 The change we create sustains year after year. On average it takes just 51 cents per animal to make things a little better.



**MAKING THE MOST
OF YOUR GIFT**



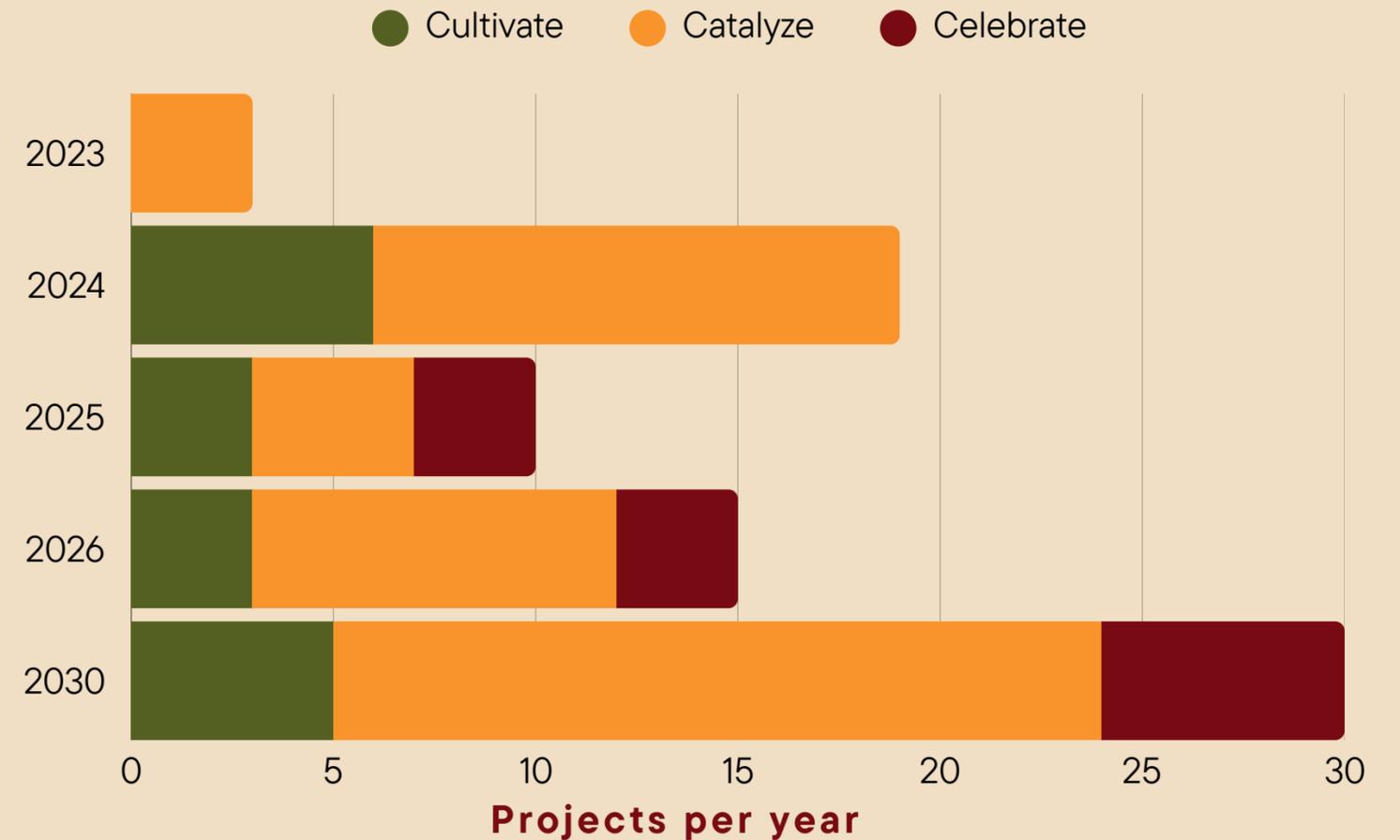
Double The Doing Good by 2030

We have tried and tested paths to better and have refined our strategy leveraging our strengths to accelerate change and expand our community of caring champions.



2025 Lessons and Learnings

We are positioned to double the good we can do by 2030. Our give to grow plan will expand our reach, delivering 30 projects a year by 2030.



30 BY 2030

HOW CAN YOU HELP TRANSFORM HOW WE THINK ABOUT ANIMAL AGRICULTURE?

Kinder Ground's core philosophy is that everyone has to have skin in the game. That includes **YOU**. From the milk drinkers and makers to the nugget breaders and bakers, we owe animals in production systems a life worth living. Kinder Ground is your chance to help create a more compassionate food system. Whether a monthly donation, corporate sponsorship or citizen philanthropy, you can count on Kinder Ground to make the most of your dollar where it counts, making farmed animals' lives better.

We would love to chat with you about how you can make a difference in the lives of farmed animals



Before



Before



After

Let's Connect: gifts@KinderGround.org

THANK YOU



Lisa Cranfill- Chief Financial Officer



Dr. Jen Walker- Chief Animal Welfare Officer



Dr. Cassandra Tucker- Chief Science Officer



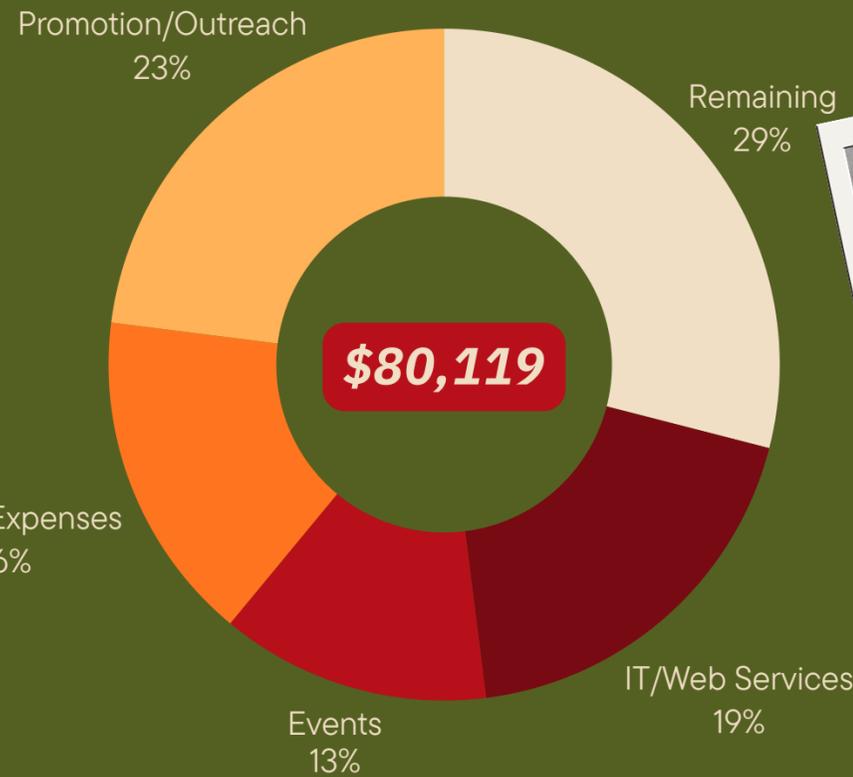
Dr. Alycia Drwencke Director Engagement & Outreach

2025 What's behind the numbers?



Transparency Matters

At Kinder Ground we recognize that not everything that counts can be counted. Changing hearts and minds and creating a habit of compassion is where lasting change is made. Still, we do our best to track progress and share it with you.



Total dollars donated directly to support operating costs



Brushes & Jackets - We figure each jacket and brush will last 5 years. Of course, this depends on use and care.



Infrastructure and New Methods - We estimate that equipment and adoption of new practices will last 15 years.

Grants Promised

Results include projects approved and started by December 2025. Dollars spent include the total for completed projects, or the amount promised for projects still in progress. Numbers will be revised if needed when projects are complete.

The Cost of Doing Better

Figures include dollars given or spent by Kinder Ground and a percentage of operating costs apportioned to each project. It does not include in-kind, matched funds and grantee funds provided to support the project.

Operating expenses exclude expenses that were not captured in the start-up period, paid out of pocket by founders, and the 1-time expense of the website development (\$25k).

Animal Lives Made Better

KHCA calculations are based on the number of animals each trimmer estimates that they trim each year.

Farm & Pilot Project calculations use the number of animals on the farm that benefit from the improvement multiplied by the number of years we expect the improvement to last.

Stockmanship Training and Student Education tracks the number of people trained. We do not attempt to estimate the number of animals that will be impacted.

Links to annual tax information, project lists, board meeting minutes as well as specific project information can be found on our website, KinderGround.org