

1. The Organization Has Concrete Room for More Funding and Plans for Growth

From IRS Forms 990:

1. Have the organization's revenue and expenditures been increasing in recent years?
 - a. Have they been increasing at the same rate or separately? Are differences suggestive?
2. Record organization's assets and expenditures for the last 2-5 years.
 - a. Has the ratio of assets to expenditures grown? Is it unusually high or low? If it is high or low, is this easy to explain based on the organization's activities?

From Website:

1. Does the organization have explicit plans for what they would do with more funding?

2. A Back-of-the-Envelope Calculation Finds the Organization is Cost-Effective

From IRS Forms 990:

1. Record total expenditures for the last two years.
2. If possible, break total expenditures into percentages applied to distinct programs using breakdown of program expenses to estimate how much of marginal expenses go to each program.
3. Record any impact data contained in breakdown of program expenses.

From Website:

1. Record any claims of total impact or program size (e.g. laws passed, policies changed, number of leaflets distributed).
2. Record any claims of per-unit impact (e.g., "in our survey, people who received a leaflet ate an average of one fewer animal/year")

From Outside Sources:

1. Apply any known external data regarding impact of interventions described in IRS form or on website.

3. The Organization is Working on Things That Seem to Have High Mission Effectiveness

From Website:

1. Does the organization explicitly attempt to spread memes or ideas? What are they?

2. Is the organization working on programs designed to spread compassion for farmed animals or wild animals in general (not only charismatic wild animals or companion animals)?
3. Is the organization working to influence other actors to cause change, or helping individual animals directly?

From Outside Sources:

1. Is the organization working on interventions that ACE or other experts believe to be specifically high impact?

4. The Organization Possesses A Robust and Agile Understanding of Success and Failure

From Website:

1. Does the organization have specific plans for its activities, including achievable short-term goals?
2. Does the organization have a record of changing key aspects of its programming based on an evolving understanding of what works to achieve its goals?
3. Does the organization have a record of self assessment or of engagement with others for assessment?
 - a. Are the metrics used in these assessments appropriate?

5. The Organization Possesses a Strong Track Record of Success

From Website:

1. Do claims of success on the website refer to statistics, large-scale evidence, or far-reaching victories? Or are they anecdotal?
2. Are claims on the website documented if appropriate?

From Outside Sources:

1. If the organization makes claims of influencing public events, do web searches for other information about those events also attribute causality to the organization?
2. Are claims on the website reasonable by comparison to other similar programs, or are they obviously overstated?

6. The Organization Has Strong Organizational Leadership and Structure

From Website:

1. Is there evidence of past leadership transitions?
 - a. Do they appear to have been successful?
2. Is there clear information on the website about staff roles or organizational structure?

3. Are there multiple staff responsible for any key programs or activities?
4. If the organization uses volunteers, is there clear information about how volunteers can get involved and what they do?

7. The Organization is Transparent

At this stage, we expect transparency will be adequately incorporated in the assessment by its influence on how well we can answer the preceding questions by referring to publicly available information.