

Animal Charity Evaluators
Board of Directors Meeting
Type of Meeting: Standard Monthly Meeting
Date: April 27, 2014

In attendance:

Chairperson: Simon Knutsson
Treasurer: Brian Tomasik
Secretary: Rob Wiblin
Executive Director: Jon Bockman
Guest: S. Greenberg
Guest: S. B.F.

Absent:

Quorum established: Yes

1. Call to order: SK called the meeting to order at 10:05 am PST

2. Approval of minutes: Request for approval of minutes from the Board of Directors Meeting held on March 30, 2014, and publishing them on the ACE site.

In Favor: 3
Opposed: 0
Recused: 0

The motion has passed.

3. Items considered:

1. Brief financial update (JB)
 - a. Updated budget with March actuals
 - b. March:
 - i. Liquid unrestricted assets: \$22,119.34 (as of 3/31/14)
 - ii. This would cover 3 months operating expenses from April 1
 - iii. March income: \$4,500.00
 - iv. March expenses: \$7,350.11
 - v. March net income: (\$2,850)
 - vi. March budgeted income: \$2,000
 - c. April
 - i. Liquid unrestricted assets: \$23,203.29 (as of 4/18/14)
 - ii. This would cover 3 months operating expenses from April 18
 - iii. Donations (4/1/14 – 4/18/14): \$4,512
2. Progress update (in relation to strategic plan) (JB)

- a. Waiting on volunteers has caused delays on three projects: learning from other social movements; pain and suffering matrix (quantifying animals' ability to experience pain/pleasure); and the humane education study. Expect humane education study to be published in 1-2 weeks, and the other two to get started again now when new volunteers are joining.
 - b. One can expect a 50% dropout rate among volunteers and should plan accordingly.
 - c. Highly value their contributions but should account for more time in the future.
3. Website traffic data (JB)
 - a. On main page, think about main call to action (join email newsletter, view charities page, etc.).
 - b. Many other organizations have subscriptions to the email list as the #1 first call to action.
 - c. Instead of/in addition to tracking website views, track successful calls to action/conversation counter (e.g. RSS signups, Facebook and Twitter followers) and optimize for it.
 - d. One idea of counter is clickthroughs from the top charities page to one of the top charities and staying >1 min on it.
4. Board member candidates (SK)
 - a. IRS name update to ACE completed. Should receive confirmation mail within two weeks. Then get quotes for D&O insurance.
 - b. Greenberg
 - i. Time is the main concerns. The time needed for board membership is essentially to prepare for and attend the two hour long board monthly board meetings, although one does not have to attend all and not the whole time. Greenberg might get back to us with questions.
 - c. SBF
 - d. Ross
 - i. Waiting on contact
5. New recommendations
 - a. Consider having one number for cost-effectiveness of an organization (e.g. \$1,000 accomplishes X), similar to what GiveWell has done.
 - b. Several interested in reading reviews: SBF, SK, RW
 - c. The general opinion is that the board need not approve recommendations
6. Fundraising (JB)
 - a. Update from RW's meeting
 - i. Usually easier to show that what one does is aligned with what the person thinks rather than changing the persons views.
 - ii. Consider pitch for/how to attract non-EAs
 - iii. RW/JB to reach out after new recommendations are published
 - b. Fundraising Plans
 - i. Now have Guidestar gold status
 - ii. Example new donate page (work in progress)

- iii. Outreach planned at MCVF, TAFA, AR2014
 - iv. Considering publishing our studies in a scientific journal
 - v. Grants
 - 1. Consider hiring a development intern
 - vi. Board to consider its contacts
 - vii. AdWords
 - viii. Potential collaboration with organizations
 - ix. Trifold – sent out to lists
 - x. Individual donors
 - 1. Continuing conversations
 - 2. Reserving some contact for after recommendations
 - xi. Create business model/pitch presentation/document. RW to share knowledge.
7. Taking in donations via other organizations, currently CEA and EACH (SK)
- i. Current procedure and controls
 - ii. We appreciate the favors and relations. On the other hand, it complicates financial controls and takes time for all organizations involved so it needs to have enough upside to be justified.
 - iii. If CEA directs donations to ACE, needs to monitor that is used in a way that would be tax deductible in the UK.
 - iv. Amount donated to ACE through CEA <\$300 last 6 months, through EACH \$0 since start of giving option 4 months ago.
 - v. Set minimum to \$500 for donating through CEA and EACH.

4. New business:

5. Closed session (optional: excludes ED or other invited guests): [N/A if the session was not closed]

6. Next scheduled meeting: 10:00 am PST, May 25, 2014

7. Meeting adjourned at 11.55 am PST on April 27, 2014 by SK

Submitted by:

_____, Board Secretary

Simon Knutsson, Board Chair