

## Animal Charity Evaluators

Board of Directors Meeting

Type of Meeting: Standard Monthly Meeting

Date: July 20, 2014

In attendance:

Chairperson: Simon Knutsson

Treasurer: Brian Tomasik

Executive Director: Jon Bockman

Guest: S. Greenberg

Guest: S. B.F.

Absent: Secretary: Rob Wiblin

Quorum established: Yes

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

**2. Approval of minutes:** Request for approval of minutes from the Board of Directors Meeting held on June 22, 2014, and publishing them on the ACE site.

In Favor: 2

Opposed: 0

Recused: 0

The motion has passed.

**3. Items considered:**

1. Previous board meeting (SK):
  - a. A thought we had at last board meeting about our own research: "Humane League Labs study on why people became veg: is this an easier way to learn?" AS told SK and JB afterwards that she is doubtful because memory is so unreliable.
    - i. BT and SBF think the results would still be useful
    - ii. There are two related types of studies one could do: hypothesis generation and free-form response to determine what caused you to become veg.
    - iii. An advantage of studies like this is that they can look at many potential causes at once (unlike a leafleting study where you only look at one).
    - iv. ACE may have volunteers analyze THL's study results.
2. Directors and Officers Insurance (JB)
  - a. ACE now has D&O and General Liability insurance.
3. New Board member approval (SK)

- a. S. Greenberg
    - i. Approved
  - b. S. B.F.
    - i. Approved
  - c. Jon to send welcoming materials next week.
4. Brief financial update (JB)
- a. Updated financials
  - b. June:
    - i. Liquid unrestricted assets: \$18,263.12 (as of 6/30/14)
    - ii. This would cover approx. 3 months operating expenses
    - iii. June income: \$6,850.00
    - iv. June budgeted income: \$9,800.00
    - v. June expenses: \$3,378.30 (Second payroll occurred on July 1)
    - vi. June net income: \$3,471.70
  - c. July
    - i. Liquid unrestricted assets (as of 7/10/14): \$16,367.50
    - ii. This would cover approx. 2.5 months operating expenses
    - iii. July income (7/1/14 – 7/10/14): \$2,750.00
    - iv. July expenses (7/1/14-7/10/14): \$4,645.55
5. Progress update (progress in relation to strategic plan) (JB)
- a. Recently ran a pay-per-view pilot to determine feasibility of conducting the full study, and are now analyzing the results.
    - i. SG has (independent of the study) built a tool to gauge probability that we will get statistically significant results, will share with Jon.
  - b. Homepage revision by end of month.
6. Conferences update (JB)
- a. TAFAR/MCVF
    - i. ACE very well-received.
  - b. International/vegfests
    - i. Considering some of these based on attendance numbers
  - c. Suggestion: Reach out to other vegan bloggers etc., establish relationships
7. Fundraising (JB)
- a. SG will give 5-10 minute talk about ACE at EA retreat.
  - b. Press release planned
    - i. GiveWell got a NYT article early on, but even a smaller one could help.
    - ii. Add Nick Kristof to our radar.
  - c. Consider crowdfunding (could be for specific expenses).
8. Board member recruitment (JB)
- a. Responses to blog post asking people to apply
    - i. Haven't found another ideal candidate yet.
9. Target markets (SK)
- a. Is ACE's work too niched? The intersection of effective altruists who also care enough about animals might be too small. Even if we do an amazing job, we

might not move enough money.

- i. Concern is that it took GiveWell a long time to move a decent amount of money, even doing a really good job.
  - b. Possibilities mentioned
    - i. Use two pitches, one for Effective Altruists, one for general animal advocates.
    - ii. Target those who give to farm animal charities.
    - iii. List our top 6-10 charities
      - 1. Seems harder to convert cat/dog person to farm animal charity, but easier to get someone giving to farm animal charities to give to the most effective.
        - a. Open question which would be more impactful
    - iv. Shift the messaging on the site
      - 1. We could still fulfill the needs of GiveWell etc. with research and internal pages, and at the same time have our homepage and talks target the broader animal advocates
      - 2. If the goal is anti-speciesism vs saving individual animals killed, then perhaps it's less difficult to distinguish between the organizations for top picks?
    - v. Write a blog about flow-through effects
      - 1. Share on LessWrong
      - 2. Ask Jacy to write this as a response to GiveWell's post?
10. Approval for recommendations (SK)
- a. Should the board have to approve our recommended charities before they are announced (currently not the case)?
    - i. Staff will inform Board of decisions two weeks or earlier to let them have time to offer feedback and read reviews etc.
11. Next Meeting: Same time August 24, let Rob know.

**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:**

**7. Meeting adjourned** at \_\_\_\_ on \_\_\_\_\_ by \_\_\_\_\_

**Submitted by:**

\_\_\_\_\_, Board Secretary

\_\_\_\_\_, Board Chair

