

**Animal Charity Evaluators**  
Board of Directors Meeting Minutes  
Type of Meeting: Standard Monthly Meeting  
Date: August 24, 2014

In attendance:

Chairperson: Simon Knutsson  
Treasurer: Brian Tomasik  
Secretary: Rob Wiblin (joined at bullet 4.2)  
Board member: S. Greenberg  
Board member: Sam Bankman-Fried  
Executive Director: Jon Bockman

Absent:

Quorum established: Yes

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

**2. Approval of addition to agenda:** New bullet 5.1, and suggestion to move it to after bullet 4.8.

Quorum requirement: "A minimum of 2/3 of the entire board must be present (in person or by teleconference) in order to amend the published agenda to include substantive items requiring board vote." (Bylaws Article V Section 2.)

The motion has passed.

**3. Approval of minutes:** Request for approval of minutes from the Board of Directors Meeting held on July 20, 2014, and publishing them on the ACE site.

In Favor: 4  
Opposed: 0  
Recused: 0

The motion has passed.

**4. Items considered:**

1. Old business (JB)
  - a. Traffic for board member blog as of July 22
    - i. 528 saw through social media
    - ii. 36 of social media clicked to post
    - iii. 100 total went to blog page
  - b. SBF and SG bios are up on the website.
2. Brief financial update (JB)

- a. Updated financials
- b. July:
  - i. Liquid unrestricted assets: \$15,395.71 (as of 7/31/14)
  - ii. This would cover 2 months operating expenses (from August 1 to October 1)
  - iii. July income: \$8,750.00
  - iv. July expenses: \$11,677.31 (includes 3 pay periods)
  - v. July net income: -\$2,927.31
  - vi. July budgeted income: \$12,800.00
- c. Aug (Aug 1 – Aug 15)
  - i. Liquid unrestricted assets (as of 8/15/14): \$14,973.89
  - ii. This would cover approx. 2 months operating expenses
  - iii. Aug income (8/1/14 – 8/15/14): \$3,869.00
  - iv. Aug budgeted income (month): \$12,800.00
  - v. Aug expenses (8/1/14-8/15/14): -\$3,290.82
- 3. Progress update (progress in relation to strategic plan) (JB)
- 4. Funding
  - a. Board's opinion/plan
    - i. Suggestion: JB and AS switch to focus solely on fundraising
      - 1. Would result in evaluation delays
      - 2. Result: Continue with current approach of ED/Board fundraising until funds reduce to one month in reserves.
    - ii. Suggestion: Reach out to major donors to other organizations
      - 1. Result: JB to pursue once intern has collected names.
    - iii. Suggestion: Look on FB for people who participate in related conversations, reach out to them individually.
      - 1. Result: JB to pursue once new intern is hired.
    - iv. Suggestion: Could be valuable if we or ACE as a group respond to posts related to animals, and mention ACE in the conversation. Not a specific plug, but get them talking about us more.
      - 1. Could be done by everyone who is involved with ACE
      - 2. Would be good if ACE is brought up as the standard in the same way that GiveWell is brought up.
      - 3. Result: (All) Find the most relevant posts, and then add response. Email staff/board and ask if we could comment on. BT to ask Ruairi to watch for such posts as well.
    - v. What do each of the board members plan to do re: fundraising?
      - 1. SK: Will donate, Linda will donate approx. \$1,000/month. Simon trying to mention ACE when doing political work.
      - 2. SBF: Planning to donate \$5K now, and perhaps a similar amount in a few months.
      - 3. SG: Can't think of anyone he knows who would be a good fit as a donor, but continuing to look. Thinking about giving himself.

Discuss at next meeting how much, how likely, and what influences the decision.

4. BT: Mentions ACE as a good place to donate, but ACE is not at the top of his list. BT's own charity is #1. A reflection of ACE's topic area, not a reflection ACE's quality of work.
    - a. RW: Would be good to promote ACE more.
  5. RW: Will donate a few hundred dollars. Diana may donate too. Better thing to do is for him to talk to more people about making donations to ACE. Could make a list of those and see if he can get any more traction.
- b. Better for AS and JB to spend more time making sure that things are going well. Maybe we should have a development intern.
    - i. Intern Jay did this for most of internship. We did look for another one but didn't see interns with experience in this area.
      1. Important to get the new recommendations out, but at some low level of reserves it seems to make sense that we need to focus on fundraising.
      2. Result: If we fall to a month left, JB will notify the board and we will have a special meeting to discuss shifting focus to fundraising. Default would be to move ED efforts to fundraising.
5. TAFAR/AR survey findings (JB)
    - a. Five main findings:
      - i. We need to make a compelling case if we decide to feature an international org as a top charity, as most people are more motivated to support a national animal protection organization.
      - ii. We may not need to make the case with these groups that farm animal advocacy is most impactful, as they already know that.
      - iii. AR attendees are more likely vegan and less likely to buy humanely raised animal products.
      - iv. Both conference attendees noted that impact is the most important factor when determining which organizations to support.
      - v. We should consider describing more explicitly the strategic plans (and possibly philosophies) of at least the organizations that we recommend, since many people would like to use this information in deciding what organizations to support.
    - b. Should we post this online? Concern that it doesn't appear rigorous enough.
      - i. Common sense says this stuff is useful, even if we don't draw firm conclusions. Board agrees it would be good to post with caveats.
6. Board member information spreadsheet (SK)
    - a. All board members + JB has filled out. SK encourages more phone/VoIP calls among both board members and board members with JB.
  7. Proposed edit to our bylaws (SK)
    - a. Proposed edit to our bylaws so that we can make decisions with 50% of board

attending as opposed to the current >50%. Our bylaws say “A simple majority of the board members shall constitute a quorum for the transaction of the business announced in the agenda distributed prior to the meeting” (article V section 2). The proposal is to replace “A simple majority” with “50%”.

- i. Vote: Approved.
  - b. Reason for change: ‘Simple majority’ means (as far as SK knows) ‘more than half’. Now that we are 5 board members, 3 need to attend a meeting to establish a quorum and make decisions, which makes sense. But if we add Singer or someone similar (which we plan to do ASAP), we would with the current bylaws need to be 4 board members attending to constitute a quorum. Given that Singer and SG expect to be absent at some meetings, it could be difficult to schedule so that all 4 other board members can attend.
8. Board recruitment: Make decision on applicants and notify them (SK)
  - a. Applicants
    - i. JB to notify respondents with decisions not to pursue now.
  - b. Peter Singer
    - i. Vote: Approved as board member
9. Broader strategic questions. Link to document. (SK)
  - a. Plan to publish this at some point. Future additions should include links to more resources on these topics, and we will use this document in future discussions on strategy.
10. Upcoming meetings
  - a. Monthly board meetings: Last Sundays are Sep. 28, Oct. 26, Nov. 30. December meeting moved to Jan. 4th.
  - b. Strategy meeting/special meeting with Peter Singer in October.
11. RW: Review of strategy
  - a. Once new updates come out in December, we should discuss whether or not we want to focus on research or just on promoting the organizations based on the info that we have.
  - b. Also, so far we’ve been focused on EA animal people, which is a limited target market, so it seems we should look to the broader movement and be thinking about appealing to them.

## 5. New business:

1. Proposed addition (in bold) to our philosophy statement:  
“Our vision is a society where people have much greater concern for animals, both those whom humans actively harm and those who suffer naturally. **Animals should not be harmed. We support veganism.** We place high value on those interventions that have effects on things like values, philosophy, empathy, memes, norms, discourse, etc.”

Vote: Approved

## 6. Closed session (optional: excludes ED or other invited guests): [N/A if the session was

not closed]

**7. Next scheduled meeting:** September 28, 2014, 10:00 am PST

**8. Meeting adjourned** at 12:00 am PST on August 24 by SK

**Submitted by:**

Robert Wiblin, Board Secretary

Simon Knutsson, Board Chair